

OCT. 12-18, 1987

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
										PERS	WOMEN	18-49	18-49 W/CH	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	49	<3		18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	2-	6-		
	#STNS	CVG%	TYPE	T/C																									
EVENING CONT'D																													
CBS SUNDAY MOVIE-CONT'D						A	14.7	22	1302	1558	358	256	46^	886	187	418	430	475	402	531	152	283	267	290	206	76	33^	64	42^
10.00 - 10.30						A	14.2	23	1258	1558	365	263	44^	896	190	431	447	482	394	536	156	298	270	292	202	63	31^	63	41
10.30 - 11.00																													
CHARMING'S						A	8.1	13	718	1723	256	231	83^	707	278	417	361	304	231	558	227	343	284	236	180	177	64^	282	205
THU 8.30P 30 ABC 5						B	9.2	15	813	1703	289	243	81	715	283	433	380	299	230	483	214	322	271	196	132	183	106	323	233
198 95 CS 5						C	9.2	15	813	1703	289	243	81	715	283	433	380	299	230	483	214	322	271	196	132	183	106	323	233
CHEERS						A	25.3	40	2242	1689	375	322	112	846	359	551	478	335	256	525	221	338	310	219	152	148	86	170	104
THU 9.00P 30 NBC 3						B	26.7	42	2366	1697	377	318	104	844	351	549	482	343	247	547	234	375	335	235	138	142	81	165	94
208 99 CS 3						C	26.7	42	2366	1697	377	318	104	844	351	549	482	343	247	547	234	375	335	235	138	142	81	165	94
COUNTRY MUSIC AWARDS(S)						A	17.3	28	1533	1672	347	246	77	891	216	454	479	467	339	590	171	345	313	314	210	97	56	93	60
MON 9.30P 94 CBS AC																													
210 99																													
9.30 - 10.00						A	17.4	27	1542	1634	329	241	79	870	217	439	458	441	343	540	164	321	282	271	192	108	67	116	77
10.00 - 10.30						A	17.5	28	1551	1693	351	245	78	894	213	457	483	474	340	598	175	351	319	316	212	104	64	96	63
10.30 - 11.00						A	17.2	30	1524	1692	360	252	76	909	220	468	498	485	334	630	176	366	340	349	220	83	40^	70	43
11.00 - 11.30						A	16.1	32	1426	1613	346	233	67	870	195	428	465	474	342	608	150	318	302	351	240	65	28^	70	41^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

OCT. 12-18, 1987

PROGRAM NAME DAYTIME #STNS DUR NET TYPE NO. OF T/C						KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
										TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
										PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.					
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																														
GROWING PAINS-CONT'D																														
TUE 8.30P 30 ABC 4						B	24.4	38	2157	1785	371	329	114	762	372	558	469	284	168	469	256	378	305	176	71	243	137	310	205	
219 99 CS 4							C	24.4	38	2157	1785	371	329	114	762	372	558	469	284	168	469	256	378	305	176	71	243	137	310	205
HEAD OF THE CLASS						A	17.8	28	1577	1638	315	265	107	756	337	507	459	291	217	419	212	314	274	152	84	206	117	258	180	
WED 8.30P 30 ABC 4							B	17.8	28	1573	1651	327	274	101	735	338	494	428	270	198	446	237	347	294	168	73	200	112	271	173
212 99 CS 4							C	17.8	28	1573	1651	327	274	101	735	338	494	428	270	198	446	237	347	294	168	73	200	112	271	173
HOOVERMAN						A	17.9	27	1586	1568	297	234	110	785	314	505	484	329	233	466	206	325	291	194	125	132	76	185	138	
WED 9.00P 30 ABC 4							B	18.4	29	1628	1641	316	255	92	787	300	486	454	346	245	518	226	357	311	222	134	145	79	191	128
212 99 OP 4							C	18.4	29	1628	1641	316	255	92	787	300	486	454	346	245	518	226	357	311	222	134	145	79	191	128
HOUSTON KNIGHTS						A	11.5	18	1019	1647	264	194	86	819	209	386	389	380	377	614	174	319	297	320	266	89	41^	125	65	
TUE 8.00P 60 CBS 4							B	11.2	18	988	1632	292	213	87	792	211	402	399	396	333	622	187	339	321	312	243	93	43	125	70
208 99 OP 4							C	11.2	18	988	1632	292	213	87	792	211	402	399	396	333	622	187	339	321	312	243	93	43	125	70
8.00 - 8.30							A	11.2	18	992	1653	259	192	82	821	208	384	394	388	379	604	158	299	285	322	274	90	40^	138	84
8.30 - 9.00							A	11.9	18	1054	1627	266	195	89	810	208	385	380	370	373	617	188	335	305	315	255	87	42^	112	46^
HUNTER						A	16.3	31	1444	1691	348	255	76	879	269	480	452	405	352	539	160	301	302	286	193	131	88	142	89	
SAT 10.00P 60 NBC 2							B	16.7	32	1475	1762	338	258	76	866	258	492	461	420	317	598	179	347	341	318	210	144	89	154	101
205 99 OP 2						C	16.7	32	1475	1762	338	258	76	866	258	492	461	420	317	598	179	347	341	318	210	144	89	154	101	
10.00 - 10.30							A	15.9	29	1409	1707	353	260	72	892	275	483	452	407	361	534	160	297	298	280	192	131	93	149	96
10.30 - 11.00							A	16.6	32	1471	1686	346	253	81	872	266	479	455	406	344	547	161	306	308	293	195	132	84	135	83
I MARRIED DORA						A	9.7	17	859	1733	321	269	125	877	367	540	440	336	307	455	166	266	238	192	166	95	52^	307	172	
FRI 8.30P 11 ABC 4							B	10.3	18	909	1708	295	240	115	807	342	504	441	314	255	503	219	349	320	220	118	111	64	287	167
203 97 CS 4							C	10.3	18	909	1708	295	240	115	807	342	504	441	314	255	503	219	349	320	220	118	111	64	287	167
8.30P 10						A	14.4	22	1276	1582	289	179	55	852	172	336	367	458	427	572	133	253	244	308	284	78	36^	79	45^	
& 8.59P 1							B	12.1	19	1072	1538	260	165	57	808	156	325	353	412	412	571	122	251	249	302	288	74	36	85	51
JAKE AND THE FATMAN							C	12.1	19	1072	1538	260	165	57	808	156	325	353	412	412	571	122	251	249	302	288	74	36	85	51
TUE 9.00P 60 CBS 3							A	13.9	21	1232	1596	285	176	62	857	183	338	371	448	430	575	140	261	250	307	282	76	37^	88	43^
207 99 OP 3							A	14.8	23	1311	1579	295	183	49	853	163	337	366	470	427	573	127	248	241	312	289	80	36^	72	46^
9.00 - 9.30						A	17.7	27	1568	1576	365	264	78	889	285	444	429	386	382	502	160	289	268	234	190	82	58	104	55	
9.30 - 10.00							B	15.4	24	1364	1563	361	271	81	878	284	453	437	369	363	475	160	270	271	217	169	88	60	122	73
KATE & ALLIE							C	15.4	24	1364	1563	361	271	81	878	284	453	437	369	363	475	160	270	271	217	169	88	60	122	73
MON 8.30P 30 CBS 5							A	15.8	27	1400	1549	393	307	99	944	344	536	469	380	337	434	191	262	236	160	147	86	37^	85	53
210 99 CS 5							B	15.6	27	1380	1550	375	299	92	930	341	549	489	393	320	444	197	289	265	180	128	83	39	92	62
KNOTS LANDING						A	15.6	27	1380	1550	375	299	92	930	341	549	489	393	320	444	197	289	265	180	128	83	39	92	62	
THU 10.00P 60 CBS 4							A	15.2	25	1347	1565	383	300	101	943	340	530	466	378	340	436	188	265	235	165	149	90	34^	96	60
209 99 GD 4							A	16.3	29	1444	1544	403	316	97	951	350	545	475	384	336	435	194	262	238	157	146	83	39^	75	47
10.00 - 10.30						A	15.8	27	1400	1549	393	307	99	944	344	536	469	380	337	434	191	262	236	160	147	86	37^	85	53	
10.30 - 11.00							B	15.6	27	1380	1550	375	299	92	930	341	549	489	393	320	444	197	289	265	180	128	83	39	92	62

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

OCT. 12-18, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING LOH				W O M E N						M E N					T E E N S		CHILDREN		
									PERS	WOMEN	18-49		18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.		
DAY	TIME	DUR	NET	NO. OF		Avg. AUD.	SH %	Avg. AUD.	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENTING CONT'D																												
MR. PRESIDENT-CONT'D																												
	113	84	CS	4	C	2.8	4	248	1561	314	266	77^	633	329	471	443	249	111^	611	289	464	404	266	120^	181	94^	136	99^
MOONLIGHTING																												
TUE	9.00P	60	ABC	3	A	21.0	32	1861	1594	381	341	154	797	424	615	519	282	165	439	267	368	287	144	57	178	105	181	108
	217	99	PD	3	B	22.9	35	2029	1668	392	353	138	783	420	607	515	281	144	496	297	412	326	170	63	189	107	200	124
	9.00 - 9.30				A	21.1	32	1869	1580	371	330	152	785	413	594	501	276	173	419	256	350	273	136	55	188	116	188	108
	9.30 - 10.00				A	20.9	32	1852	1609	390	353	155	809	435	636	537	288	156	459	278	386	300	153	59	167	93	174	107
MURDER, SHE WROTE(R)																												
SUN	8.00P	60	CBS	5	A	16.5	25	1462	1539	302	206	46	900	125	345	377	476	495	528	98	204	205	257	291	49	34^	61	32^
	208	99	SM	5	B	20.4	31	1807	1588	319	209	50	894	140	333	366	442	493	563	104	223	241	282	300	61	31	70	44
	8.00 - 8.30				C	20.4	31	1807	1588	319	209	50	894	140	333	366	442	493	563	104	223	241	282	300	61	31	70	44
	8.30 - 9.00				A	16.3	25	1444	1537	288	196	47	888	128	326	351	454	507	549	98	208	213	267	306	42^	31^	58	32^
					A	16.8	25	1488	1531	314	214	44	906	121	361	401	494	481	505	98	200	197	245	275	56	37^	64	32^
MY SISTER SAM																												
SAT	8.00P	30	CBS	3	A	7.0	13	620	1699	293	232	79^	831	306	456	413	330	336	550	195	297	302	243	207	77^	30^	241	119
	203	93	CS	3	B	8.1	15	721	1663	296	237	71	817	286	429	393	305	339	540	186	311	293	231	197	81	41^	224	127
					C	8.1	15	721	1663	296	237	71	817	286	429	393	305	339	540	186	311	293	231	197	81	41^	224	127
MY TWO DAD'S																												
					A	18.8	27	1666	1865	392	349	118	818	422	631	520	294	164	550	281	425	339	224	97	244	130	254	185
SUN																												
	8.45P	30	NBC	4	B	18.7	28	1659	1900	386	345	103	804	396	609	509	313	153	574	276	438	373	248	100	244	134	277	191
	201	99	CS	4	C	18.7	28	1659	1900	386	345	103	804	396	609	509	313	153	574	276	438	373	248	100	244	134	277	191
	8.30 - 9.00				A	18.0	26	1595	1868	392	348	118	810	422	623	519	290	163	556	289	433	345	229	94	239	129	264	188
	9.00 - 9.30				A	19.7	29	1745	1852	389	348	117	821	420	634	518	296	164	541	272	415	332	220	98	247	130	243	181
NAT'L LEAGUE CHAMP PRE 6(S)																												
TUE	8.00P	18	NBC		A	12.4	21	1099	1455	171	124	41^	661	115	228	236	268	386	658	183	270	262	231	351	61	20^	75	29^
	204	99	SC																									
NAT'L LEAGUE CHAMP GM 6(S)																												
TUE	8.18P	207	NBC		A	19.0	32	1683	1507	186	138	38	557	133	232	223	226	289	801	257	422	402	336	332	81	21^	69	48
	204	99	SE																									
SAN FRANCISCO VS ST. LOUIS																												
	8.00 - 8.30				A	13.5	22	1196	1446	157	111	35^	602	105	202	201	242	359	698	186	301	300	266	353	81	23^	66	30^
	8.30 - 9.00				A	15.9	25	1409	1473	158	104	27^	570	100	191	194	249	336	740	214	340	334	302	350	82	20^	80	46
	9.00 - 9.30				A	19.1	30	1692	1517	168	126	38	560	117	220	207	229	307	790	240	392	371	332	349	88	25^	79	54
	9.30 - 10.00				A	19.8	31	1754	1538	180	139	36^	559	135	233	217	217	292	825	270	436	402	343	345	83	23^	72	48
	10.00 - 10.30				A	20.9	34	1852	1503	198	153	40	539	145	246	226	213	264	826	277	453	429	347	324	74	19^	65	51
	10.30 - 11.00				A	21.4	36	1896	1518	203	153	39	543	141	241	233	220	266	832	270	456	443	359	322	77	17^	67	55
	11.00 - 11.30				A	20.5	39	1816	1519	203	148	45	560	151	253	247	228	271	817	279	464	442	345	308	81	19^	61	46
	11.30 - 12.00				A	15.9	36	1409	1497	196	142	40^	572	148	254	253	231	281	790	255	429	396	341	318	87	21^	48	36^
NAT'L LEAGUE CHAMP PRE 7(S)																												
WED	8.00P	16	NBC		A	13.5	23	1196	1555	189	144	25^	663	154	287	284	274	341	687	203	346	316	280	295	98	38^	107	67
	CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 12-18, 1987

PROGRAM NAME DAYTIME DUR NET NO. OF #STNS CVG% TYPE T/C										KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
													TOTAL WORKING LOH				W O M E N						M E N					T E E N S		CHILDREN				
													PERS	WOMEN	18-49		18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11				
														(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																																		
NAT'L LEAGUE CHAMP PRE 7-CONT'D 204 99 SC																																		
NAT'L LEAGUE CHAMP GM 7(S) WED 8.16P 203 NBC 203 99 SE										A	21.0	35	1861	1582	197	153	35	614	149	289	287	270	281	800	259	442	402	339	310	83	32^	83	58	
SAN FRANCISCO VS ST. LOUIS 8.00 - 8.30										A	15.4	26	1364	1591	171	130	29^	639	131	258	262	263	347	758	237	393	353	300	318	89	35^	106	69	
8.30 - 9.00										A	18.8	30	1666	1608	175	128	27^	622	129	253	262	261	327	789	243	425	390	333	318	87	37^	109	74	
9.00 - 9.30										A	22.2	34	1967	1611	193	154	29^	615	143	277	280	263	294	792	258	439	403	331	306	97	39	107	72	
9.30 - 10.00										A	22.4	35	1985	1582	195	155	40	609	148	278	273	260	285	797	262	440	402	333	307	91	39	86	58	
10.00 - 10.30										A	23.0	37	2038	1569	205	160	38	613	154	299	294	272	269	815	267	456	409	344	314	82	31^	60	42	
10.30 - 11.00										A	22.3	37	1976	1584	205	159	34	611	150	301	299	281	264	827	260	453	416	366	324	80	24^	65	45	
11.00 - 11.30										A	21.4	41	1896	1558	213	165	44	608	170	324	314	279	239	810	272	463	422	350	295	65	22^	75	59	
11.30 - 12.00										A	15.7	37	1391	1513	208	155	46	639	176	331	314	290	263	741	247	406	357	304	287	68	25^	65	52	
NBC MONDAY NIGHT MOVIES MON 9.00P 120 NBC 4										A	17.5	28	1551	1580	352	285	115	932	328	575	525	415	306	421	131	246	245	203	144	104	71	124	86	
										B	16.9	27	1497	1619	339	277	102	855	309	531	474	387	268	477	165	293	281	236	148	134	79	154	100	
200 99 FF 4										C	16.9	27	1497	1619	339	277	102	855	309	531	474	387	268	477	165	293	281	236	148	134	79	154	100	
RIGHT TO DIE 9.00 - 9.30										A	17.2	26	1524	1612	355	290	115	914	330	570	517	394	292	420	137	246	243	198	141	117	75	161	105	
9.30 - 10.00										A	17.5	27	1551	1588	371	301	114	948	344	595	541	411	303	408	125	236	232	198	142	105	74	126	88	
10.00 - 10.30										A	17.5	28	1551	1584	351	280	116	948	330	576	528	428	319	427	130	247	249	208	148	103	71	106	76	
10.30 - 11.00										A	17.7	31	1568	1547	334	271	115	922	310	563	517	426	311	432	134	258	255	209	145	90	65	103	76	
NBC SUNDAY NIGHT MOVIE SUN 9.15P 120 NBC 3										A	22.0	34	1949	1783	421	357	137	902	442	649	524	333	214	525	265	374	330	199	106	194	113	161	109	
197 99 FF 3										B	18.9	30	1672	1759	343	294	103	798	333	531	463	326	223	652	291	465	406	281	150	173	90	135	91	
EIGHT IS ENOUGH: A FAMILY REUNION										C	18.9	30	1672	1759	343	294	103	798	333	531	463	326	223	652	291	465	406	281	150	173	90	135	91	
9.00 - 9.30										A	20.7	30	1834	1795	418	361	127	871	436	645	528	313	200	505	249	376	324	198	94	216	128	204	143	
9.30 - 10.00										A	21.8	32	1931	1816	422	359	137	894	450	647	519	319	212	522	266	374	330	196	103	216	127	184	124	
10.00 - 10.30										A	22.6	34	2002	1795	424	357	139	912	447	652	515	338	222	529	267	375	326	200	109	197	115	157	106	
10.30 - 11.00										A	22.7	36	2011	1763	423	359	141	915	446	661	533	343	213	525	262	368	328	200	108	181	104	143	94	
11.00 - 11.30										A	21.2	38	1878	1710	408	346	134	892	411	624	525	353	217	545	278	383	348	203	112	153	90	120	79	
NEW HART MON 9.00P 30 CBS 5										A	19.2	29	1701	1638	369	296	98	872	312	507	485	374	299	516	197	337	308	244	158	130	73	120	70	
209 99 CS 5										B	17.8	27	1581	1597	376	299	109	866	311	507	484	369	295	502	188	317	300	231	159	107	61	122	78	
										C	17.8	27	1581	1597	376	299	109	866	311	507	484	369	295	502	188	317	300	231	159	107	61	122	78	
NFL MONDAY NIGHT FOOTBALL MON 9.00P 200 ABC 4										A	12.9	23	1143	1558	219	177	37^	490	182	298	275	216	159	851	340	552	493	371	240	101	30^	116	61	
216 99 SE 4										B	17.1	31	1514	1572	217	183	52	504	183	311	294	232	156	871	337	561	521	399	245	99	25	98	57	
CONT'D										C	17.1	31	1514	1572	217	183	52	504	183	311	294	232	156	871	337	561	521	399	245	99	25	98	57	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 12-18, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN					
									PERS	WOMEN	18-49		18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.				
(2+)	18+	49	<3	W/CH	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11										
EVENING CONT'D																														
NFL MONDAY NIGHT FOOTBALL--CONT'D																														
L.A. RAIDERS VS DENVER																														
9.00 - 9.30						A	12.3	19	1090	1584	226	181	44^	530	201	309	283	224	179	835	351	555	470	342	232	89	24^	130	66	
9.30 - 10.00						A	14.6	23	1294	1573	234	198	40^	491	190	320	295	220	140	856	332	559	507	383	237	109	32^	118	58	
10.00 - 10.30						A	14.5	23	1285	1561	225	190	35^	469	188	308	276	208	136	825	319	530	483	370	236	119	44^	148	74	
10.30 - 11.00						A	14.2	23	1258	1522	217	169	30^	458	171	285	262	212	139	818	318	520	473	377	238	117	40^	130	72	
11.00 - 11.30						A	12.2	24	1081	1550	212	166	37^	498	187	296	278	208	171	854	349	556	490	370	241	87	23^	111	65	
11.30 - 12.00						A	11.7	28	1037	1536	203	158	37^	492	167	273	256	211	184	884	357	561	495	364	260	85	13^	75	45^	
12.00 - 12.30						A	10.3	29	913	1512	198	157	40^	480	146	273	249	232	177	887	363	596	543	382	223	86	22^	59^	30^	
NIGHT COURT						A	23.2	38	2056	1650	352	295	123	837	344	538	483	357	255	541	240	350	314	217	157	142	80	130	69	
THU 9.30P 30 NBC 3						B	22.2	36	1967	1633	361	296	105	834	318	525	481	375	255	566	237	375	340	239	159	126	66	107	66	
205 99 CS 3						C	22.2	36	1967	1633	361	296	105	834	318	525	481	375	255	566	237	375	340	239	159	126	66	107	66	
OLDEST ROOKIE						A	11.9	19	1054	1602	271	202	66	820	189	367	393	403	382	573	150	296	276	310	249	73	37^	135	68	
WED 8.00P 60 CBS 5						B	11.9	20	1053	1583	265	193	76	785	194	386	398	399	335	579	156	303	297	300	238	79	35	139	80	
208 99 OP 5						C	11.9	20	1053	1583	265	193	76	785	194	386	398	399	335	579	156	303	297	300	238	79	35	139	80	
8.00 - 8.30						A	11.5	19	1019	1591	260	193	58^	817	183	355	381	392	392	559	144	281	261	297	254	75	39^	140	75	
8.30 - 9.00						A	12.3	19	1090	1611	281	209	74	823	195	378	404	412	374	586	156	310	290	321	245	71	35^	132	61	
OLYMPIC DIARY-TUE						A	12.2	22	1081	1522	400	348	142	861	453	670	561	327	166	438	213	316	284	189	95	107	72	116	64	
TUE 10.38P 1 ABC 5						B	15.0	27	1325	1542	366	321	138	839	419	626	534	326	174	484	244	381	325	195	81	102	55	117	73	
213 99 SC 5						C	15.0	27	1325	1542	366	321	138	839	419	626	534	326	174	484	244	381	325	195	81	102	55	117	73	
OLYMPIC DIARY-WED						A	14.9	26	1320	1489	362	307	89	912	350	558	505	352	317	410	163	251	229	173	119	78	47^	89	63	
WED 10.41P 1 ABC 4						B	15.4	27	1367	1539	353	294	86	882	310	517	471	373	319	434	175	274	253	188	128	103	63	121	87	
216 99 SC 4						C	15.4	27	1367	1539	353	294	86	882	310	517	471	373	319	434	175	274	253	188	128	103	63	121	87	
OLYMPIC DIARY-THU						A	8.3	14	735	1510	157	130	61^	537	168	332	325	286	161	717	241	459	460	347	184	152	44^	104	50^	
THU 10.32P 1 ABC 5						B	10.9	19	966	1651	276	223	93	706	268	459	412	340	202	625	256	441	379	289	147	155	83	166	115	
209 98 SC 5						C	10.9	19	966	1651	276	223	93	706	263	459	412	340	202	625	256	441	379	289	147	155	83	166	115	
OLYMPIC DIARY-FRI						A	14.0	25	1240	1567	288	228	120	832	296	492	425	371	301	581	197	349	337	260	187	69	33^	84	58	
FRI 10.50P 1 ABC 5						B	13.0	25	1154	1582	299	225	93	830	252	465	446	401	306	596	185	369	369	293	183	75	38	80	49	
216 99 SC 5						C	13.0	25	1154	1582	299	225	93	830	252	465	446	401	306	596	185	369	369	293	183	75	38	80	49	
OLYMPIC DIARY-SUN						A	8.5	17	753	1622	228	152	56^	754	202	325	329	295	382	660	174	342	297	273	292	82^	35^	126	66^	
SUN 6.58P 1 ABC 6						B	6.6	13	580	1518	226	171	46^	718	157	304	312	322	369	608	165	307	301	280	258	85	48^	107	63	
152 78 SC 6						C	6.6	13	580	1518	226	171	46^	718	157	304	312	322	369	608	165	307	301	280	258	85	48^	107	63	
OUR HOUSE						A	11.3	18	1001	1753	308	260	83	769	287	458	405	321	266	564	215	328	301	253	176	174	98	245	162	
SUN 7.15P 60 NBC 5						B	13.0	23	1155	1824	358	299	75	820	286	486	459	355	277	572	211	365	338	270	161	165	90	266	177	
201 99 GD 5						C	13.0	23	1155	1824	358	299	75	820	286	486	459	355	277	572	211	365	338	270	161	165	90	266	177	
7.00 - 7.30						A	8.9	15	789	1691	282	233	62^	742	247	409	359	322	284	614	205	327	307	291	217	149	79^	186	107	
7.30 - 8.00						A	10.4	17	921	1735	310	261	80	762	279	441	391	316	274	554	212	319	280	242	179	173	108	246	160	
CONT'D																														

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

OCT. 12-18, 1987

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 12-18, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH <3	TOTAL					TOTAL					TOTAL					TOT.		
	#STNS	CVG%	TYPE								18+	49		18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	2-	6-	
EVENING CONT'D																												
SPORTSBREAK-SUN-CONT'D																												
208 99 SN 4 C					15.9	25	1411	1614	361	263	77	890	227	464	464	449	353	556	158	298	295	286	217	78	39	90	59	
THIRTYSOMETHING																												
TUE 10.00P 60 ABC 3 B					13.3	23	1178	1541	409	357	142	870	451	665	568	328	175	433	216	311	280	177	96	109	68	129	74	
213 99 GD 3 C					15.3	27	1356	1558	390	344	153	840	438	641	560	315	156	465	245	370	318	184	74	120	65	133	80	
10.00 - 10.30					A	14.5	24	1285	1577	417	366	145	878	451	673	580	333	177	430	219	314	281	171	90	123	72	145	86
10.30 - 11.00					A	12.0	22	1063	1511	402	348	140	866	454	662	559	325	175	440	213	311	281	186	103	93	64	111	61
TOUR OF DUTY																												
THU 8.00P 60 CBS 4 A					10.4	17	921	1626	267	198	58^	660	207	379	376	334	238	729	246	495	461	385	197	102	33^	135	66^	
204 99 GD 4 B					10.8	17	959	1614	255	194	65	659	194	385	367	332	236	704	254	484	450	358	183	124	44	126	74	
8.00 - 8.30					C	10.8	17	959	1614	255	194	65	659	194	385	367	332	236	704	254	484	450	358	183	124	44	126	74
8.30 - 9.00					A	9.6	16	851	1637	270	203	63^	685	213	398	384	343	251	713	234	480	442	379	202	105	30^	134	63^
					A	11.2	18	992	1616	265	194	54^	638	202	363	370	327	227	744	257	508	477	391	192	99	35^	136	68
TRACEY ULLMAN SHOW																												
SUN 9.00P 30 FOX 4 A					3.4	5	301	1597	417	369	98^	693	377	554	448	278	98^	594	340	503	379	220	82^	117^	84^	192^	139^	
113 83 CS 4 B					3.3	5	290	1648	345	304	87^	634	358	503	435	236	97^	601	313	494	402	246	92^	233	144	180	123	
					C	3.3	5	290	1648	345	304	87^	634	358	503	435	236	97^	601	313	494	402	246	92^	233	144	180	123
20/20					A	13.0	23	1152	1622	284	235	113	818	307	505	450	359	270	600	208	364	350	270	181	87	45^	117	80
FRI 10.00P 60 ABC 5 B					12.6	24	1115	1585	280	212	94	810	252	457	438	387	296	602	197	373	373	288	181	80	41	94	59	
216 99 DN 5 C					12.6	24	1115	1585	280	212	94	810	252	457	438	387	296	602	197	373	373	288	181	80	41	94	59	
10.00 - 10.30					A	12.1	21	1072	1662	284	241	111	814	317	514	465	352	253	611	214	376	359	277	176	100	52^	136	89
10.30 - 11.00					A	13.8	25	1223	1600	286	231	115	828	299	500	440	368	287	594	205	357	345	266	187	76	39^	102	72
21 JUMP STREET																												
SUN 7.00P 60 FOX 5 A					5.8	10	514	1513	315	289	68^	672	287	478	405	270	152	463	237	362	259	189	85^	188	109^	190	114^	
114 84 OP 5 B					5.4	9	480	1681	374	327	86	716	336	540	447	309	129	519	290	411	313	196	87	252	138	194	115	
7.00 - 7.30					C	5.4	9	480	1681	374	327	86	716	336	540	447	309	129	519	290	411	313	196	87	252	138	194	115
7.30 - 8.00					A	5.2	9	461	1456	330	301	77^	693	292	483	424	279	162	453	233	351	251	182	83^	155	91^	155	90^
					A	6.3	10	558	1584	309	284	61^	666	288	480	395	268	147	478	243	377	270	198	88^	218	126	221	136
227																												
SAT 8.30P 30 NBC 3 A					16.7	30	1480	1646	313	237	53	881	253	462	425	384	380	401	113	217	213	194	151	137	95	227	146	
199 98 CS 3 B					17.2	31	1521	1666	325	257	64	894	270	458	411	356	394	421	134	239	222	187	162	138	94	213	145	
					C	17.2	31	1521	1666	325	257	64	894	270	458	411	356	394	421	134	239	222	187	162	138	94	213	145
VALERIE'S FAMILY																												
MON 8.30P 30 NBC 4 A					18.3	28	1621	1808	341	298	104	740	330	548	467	307	159	450	212	355	310	191	71	268	128	350	233	
203 99 CS 4 B					17.9	27	1582	1829	331	289	107	730	337	532	454	290	160	441	214	338	291	182	85	256	130	402	265	
					C	17.9	27	1582	1829	331	289	107	730	337	532	454	290	160	441	214	338	291	182	85	256	130	402	265
WEREWOLF																												
SAT 8.00P 30 FOX 4 A					4.1	7	363	1940	349	295	68^	708	286	488	469	382	179	710	329	554	477	319	126^	193	101^	329	208	
115 84 SM 4 B					3.9	7	348	1855	348	291	65^	701	280	497	460	361	151	672	341	535	451	296	98	244	123	238	140	
					C	3.9	7	348	1855	348	291	65^	701	280	497	460	361	151	672	341	535	451	296	98	244	123	238	140
WEST 57TH																												
SAT 10.00P 60 CBS 3 A					5.2	10	461	1476	263	214	89^	732	246	382	371	291	285	488	143	273	305	239	170	83^	36^	174	100^	
206 99 DN 3 B					6.6	13	582	1555	293	237	79	754	262	430	400	316	269	580	195	371	371	285	178	98	47^	123	68	
CONT'D					C	6.6	13	582	1555	293	237	79	754	262	430	400	316	269	580	195	371	371	285	178	98	47^	123	68

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 12-18, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN							
									PERS	WOMEN	18-49		18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.						
									(2+)	18+	49	<3		34	49	54	64	55+		34	49	54	64	55+		12-	12-	2-	6-			
									TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11		
EVENING CONT'D																																
WEST 57TH-CONT'D																																
10.00 - 10.30									A	5.5	10	487	1469	262	218	98^	707	255	387	370	269	268	500	142	281	313	255	174	89^	30^	172	92^
10.30 - 11.00									A	4.9	9	434	1485	264	209	78^	759	235	376	373	315	304	475	144^	265	296	220	165	75^	42^	176	109^
WHO'S THE BOSS?									A	22.6	36	2002	1717	347	294	129	794	349	537	447	305	218	403	197	289	247	163	88	197	123	323	190
TUE 8.00P 30 ABC 4									B	23.0	37	2036	1747	365	317	113	769	349	536	457	297	188	448	235	343	280	175	81	218	124	312	200
217 99 CS 4									C	23.0	37	2036	1747	365	317	113	769	349	536	457	297	188	448	235	343	280	175	81	218	124	312	200
WISEGUY									A	11.9	19	1054	1596	297	226	60	802	212	398	422	385	338	624	209	377	343	318	223	68	27^	103	56^
THU 9.00P 60 CBS 4									B	12.3	20	1092	1606	307	225	73	786	233	430	423	379	295	624	215	384	367	317	202	91	42	106	61
208 99 OP 4									C	12.3	20	1092	1606	307	225	73	786	233	430	423	379	295	624	215	384	367	317	202	91	42	106	61
9.00 - 9.30									A	11.2	18	992	1600	284	211	56^	775	194	374	407	381	335	642	212	390	354	334	229	67	29^	116	62^
9.30 - 10.00									A	12.6	20	1116	1593	308	240	64	825	227	420	435	389	341	608	207	366	334	305	219	68	24^	92	51^
WORLD SERIES PRE GAME #1(S)									A	13.1	25	1161	1711	172	129	49^	686	155	291	290	288	341	787	238	414	384	339	321	99	43^	139	97
SAT 8.00P 23 ABC 4																																
216 99 SC																																
WORLD SERIES GAME #1(S)									A	19.2	35	1701	1798	229	177	56	694	186	340	334	294	299	894	276	496	476	395	338	82	33^	127	81
SAT 8.23P 175 ABC																																
ST. LOUIS VS MINNESOTA									A	15.3	29	1356	1752	188	140	52	687	163	309	295	287	326	829	259	451	409	352	338	91	35^	145	99
8.00 - 8.30									A	18.0	33	1595	1776	211	162	49	689	174	321	319	285	313	861	260	464	429	372	348	82	36^	144	100
8.30 - 9.00									A	19.1	34	1692	1785	231	171	61	692	185	332	333	292	301	889	268	483	454	394	351	77	34^	127	81
9.00 - 9.30									A	21.6	38	1914	1763	231	175	63	684	172	324	327	292	304	868	256	462	453	388	340	87	32^	124	76
9.30 - 10.00									A	20.6	37	1825	1794	233	182	56	696	187	342	330	290	304	897	275	501	489	402	328	86	35	114	71
10.00 - 10.30									A	19.2	35	1701	1839	238	190	55	701	203	363	346	297	284	936	297	531	516	410	338	81	32^	121	76
10.30 - 11.00									A	16.7	32	1480	1865	243	196	47	710	212	388	375	320	266	951	327	581	566	420	307	75	21^	128	84
11.00 - 11.30																																
WORLD SERIES PRE GAME #2(S)									A	15.1	25	1338	1828	200	146	48	655	165	315	285	276	302	812	267	453	432	331	305	108	25^	254	149
SUN 8.00P 17 ABC 4																																
215 99 SC																																
WORLD SERIES GAME #2(S)									A	21.9	34	1940	1735	211	160	41	642	168	312	295	273	287	902	291	522	494	404	325	89	26^	102	66
SUN 8.17P 176 ABC 4																																
217 99 SE																																
ST. LOUIS VS MINNESOTA									A	16.9	27	1497	1799	187	132	38^	634	152	287	259	261	311	852	282	477	453	353	322	111	25^	202	126
8.00 - 8.30									A	20.9	32	1852	1797	212	153	34^	656	158	304	287	280	309	873	277	483	459	375	337	117	36	151	102
8.30 - 9.00									A	24.0	36	2126	1744	213	162	37	650	165	320	303	288	286	910	277	518	490	422	337	92	27^	92	62
9.00 - 9.30									A	24.2	36	2144	1736	215	164	43	650	174	318	299	276	287	917	288	534	503	420	330	80	25^	89	57
9.30 - 10.00									A	22.1	33	1958	1717	214	168	49	647	182	327	309	268	276	905	299	540	510	407	313	77	20^	89	53
10.00 - 10.30																																
CONT'D																																

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 12-18, 1987

001.12-18,1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN									
								PERS	WOMEN		18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.									
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11						
EVENING CONT'D																																	
WORLD SERIES GAME #2(S)-CONT'D										A	21.2	33	1878	1691	204	159	42	620	166	298	285	256	279	916	311	540	507	407	318	80	24^	75	48
10.30 - 11.00										A	20.2	35	1790	1657	219	170	51	607	171	312	294	269	258	906	319	549	531	408	296	72	26^	72	49
11.00 - 11.30																																	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 12-18, 1987

PROGRAM NAME DAYTIME DUR NET NO. OF #STNS CVG% TYPE T/C										KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
													WORKING WOMEN		WOMEN						MEN						TEENS			CHILDREN			
											18-18+	49	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	12-17	12-17	TOT. 12-14	TOT. 2-5	MALE 6-11	FEM. 6-11			
EARLY EVENING NEWS																																	
ABC WORLD NEWS TONIGHT MON-FRI 6.30P 30 ABC 15										A	10.2	20	904	217	160	763	141	294	297	365	430	538	115	210	233	237	284	24^	28^	26^	37^	17^	15^
213 99 N 15										B	9.7	19	859	216	157	758	139	296	298	359	421	558	117	230	250	257	281	24^	27^	28^	35	13^	18^
										C	9.7	19	859	216	157	758	139	296	298	359	421	558	117	230	250	257	281	24^	27^	28^	35	13^	18^
ABC WRLD NEWS TONIGHT-SUN SUN 6.30P 30 ABC 3										A	7.8	17	691	220	144	791	162	282	295	334	450	626	130	255	225	243	344	41^	17v	26^	17v	9v	11v
151 78 N 3										B	6.7	14	594	201	153	742	136	258	271	300	439	602	119	246	247	262	317	31^	28^	27^	15v	14v	17^
										C	6.7	14	594	201	153	742	136	258	271	300	439	602	119	246	247	262	317	31^	28^	27^	15v	14v	17^
CBS EVENING NEWS-RATHER MON-FRI 6.30P 30 CBS 20										A	11.6	23	1026	232	140	770	144	290	312	343	420	580	116	238	240	277	303	32^	20^	32^	35	20^	22^
210 99 N 20										B	11.2	23	989	217	134	749	130	273	299	335	419	568	114	228	231	265	303	25^	17^	27	34	19^	20^
										C	11.2	23	989	217	134	749	130	273	299	335	419	568	114	228	231	265	303	25^	17^	27	34	19^	20^
CBS EVENING NEWS-SUNDAY(B) SUN 6.00P 30 CBS 15										A	5.4	12	478	218	126^	667	104^	261	296	314	338	644	134	270	317	358	310	10v	44^	12v	14v	<<	26v
154 69 N																																	
CBS SAT. NEWS-SCHIEFFER SAT 6.30P 30 CBS 4										A	6.9	15	611	196	131	737	99^	214	221	276	488	648	105	257	283	335	345	41^	10v	31^	23v	17v	11v
161 89 N 4										B	7.2	16	633	171	95	717	114	194	201	263	483	601	133	246	251	264	322	35^	11v	33^	33^	21^	9v
										C	7.2	16	633	171	95	717	114	194	201	263	483	601	133	246	251	264	322	35^	11v	33^	33^	21^	9v
NBC NIGHTLY NEWS										A	9.7	20	861	200	147	772	127	294	319	343	425	581	136	250	253	248	288	32^	32^	26^	27^	22^	26^
MON 6.36P 30 NBC 15										B	9.8	20	865	208	145	770	117	272	306	346	437	570	128	235	241	242	293	27^	32	27^	27^	17^	19^
195 95 N 15										C	9.8	20	865	208	145	770	117	272	306	346	437	570	128	235	241	242	293	27^	32	27^	27^	17^	19^
TUE-FRI 6.30P 30										A	10.0	20	884	199	146	772	126	294	319	342	425	580	137	250	253	248	287	32^	32^	26^	27^	22^	26^
6.30 - 7.00										A	3.5	6	310	280	191^	787	128^	282	307	384	455	620	73^	198^	222	270	393	30v	20v	50v	42v	7v	7v
7.00 - 7.30																																	
NBC NIGHTLY NEWS-SAT. SAT 6.30P 30 NBC 3										A	8.2	18	727	223	156	792	108	237	257	356	494	574	130	234	233	229	293	32^	33^	20v	29^	9v	25^
172 91 N 3										B	7.6	17	676	192	141	772	125	251	250	290	471	610	135	242	254	228	322	29^	35^	28^	20^	19^	20^
										C	7.6	17	676	192	141	772	125	251	250	290	471	610	135	242	254	228	322	29^	35^	28^	20^	19^	20^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 12-18, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEEN S				
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)		WORKING WOMEN 18+ 49 54	W O M E N 15- 24 18- 34 18- 49 21- 49 21- 54 25- 54						M E N 15- 24 18- 34 18- 49 21- 49 21- 54 25- 54						MALE 12- 17	FEM. 12- 17												
LATE FRINGE										A	3.1	14	275	1274	174^	167^	168^	28v	642	217^	385	365	393	391	26v	526	159^	293	279	312	306	7v	25v				
ABC NEWS SPEC.(S)										A	4.7	15	416	1310	199	183	186	37v	691	213	401	383	420	413	38v	499	142^	256	247	287	272	15v	26v				
WED 11.30P 113 ABC														1290	165^	164^	165^	17v	644	212^	393	377	401	401	8v	559	162^	307	300	333	333	<<	20v				
CAPITAL TO CAPITAL II														A	3.1	13	275	1222	157^	157^	156^	23v	603	227^	363	340	361	361	25v	525	157^	306	283^	305	305	3v	26v
11.30 - 12.00														A	2.4	13	213	1168	134^	133^	134^	27v	526	218^	336^	309^	332^	332^	30v	528	205^	346^	318^	346^	343^	<<	33v
12.00 - 12.30										A	2.0	13	177	1417	276	212	199	69^	745	239	403	390	442	387	63^	593	195	302	288	362	324	19v	13v				
ABC NEWS:NIGHTLINE										B	5.3	16	465	1436	256	196	192	74	731	200	372	353	410	367	67	588	166	306	286	347	313	24^	25^				
TUE 11.30P 32 ABC										C	5.3	16	465	1436	256	196	192	74	731	200	372	353	410	367	67	588	166	306	286	347	313	24^	25^				
THU 11.30P 35 ABC										A	5.2	15	464	1422	276	211	198	71^	754	240	405	392	445	389	64^	591	192	296	282	356	318	18v	13v				
FRI 11.30P 31 ABC														A	4.6	17	406	1433	294	239	217	54^	683	244	392	384	434	389	59^	656	244	392	387	455	414	25^	7v
12.00 - 12.30										A	3.3	21	292	1399	278	229	240	61^	549	153^	388	372	424	391	96^	743	317	502	450	544	500	<<	11v				
ABC NEWS:NIGHTLINE-MON.																																					
MON 1.04A 31 ABC										B	3.9	21	344	1350	234	197	173	68^	540	159	322	308	347	298	80^	716	279	480	454	516	473	32^	14v				
204 97 ABC										C	3.9	21	344	1350	234	197	173	68^	540	159	322	308	347	298	80^	716	279	480	454	516	473	32^	14v				
1.00 - 1.30										A	3.4	21	301	1400	275	227	236	65^	546	150^	384	368	421	385	102^	745	319	504	454	547	497	<<	13v				
1.30 - 2.00										A	3.0	21	266	1289	273	225^	242	34v	527	156^	385	368	415	399	53v	675	282	450	397	483	483	<<	<<				
ABC WEEKEND REPORT-SAT.										A	2.0	7	177	1310	253^	223^	200^	57v	598	137^	327^	300^	322^	292^	27v	630	177^	341^	313^	391	391	<<	31v				
SAT 11.49P 15 ABC										B	2.0	7	180	1270	242	217	200	71^	664	159^	343	322	386	350	64^	495	123^	282	256	300	280	18v	23v				
135 75 ABC										C	2.0	7	180	1270	242	217	200	71^	664	159^	343	322	386	350	64^	495	123^	282	256	300	280	18v	23v				
11.30 - 12.00										A	2.0	7	177	1367	266^	241^	218^	58v	632	147^	351^	323^	346^	315^	27v	652	193^	354^	327^	404	404	<<	31v				
12.00 - 12.30										A	1.7	6	151	1358	255^	205^	176^	61v	591	126^	309^	277^	299^	270^	32v	670	158^	357^	325^	416^	416^	<<	36v				
ABC WEEKEND REPORT-SUN.										A	1.1	6	97	1142	183^	183^	183^	<<	438^	95v	256^	256^	259^	259^	<<	685	205^	532^	532^	588^	588^	<<	<<				
SUN 11.42P 15 ABC										B	1.9	8	171	1396	245	199^	206^	41v	679	137^	346	342	416	400	30v	559	180^	400	399	425	410	14v	47v				
116 73 ABC										C	1.9	8	171	1396	245	199^	206^	41v	679	137^	346	342	416	400	30v	559	180^	400	399	425	410	14v	47v				
CBS LATE NIGHT I										A	3.7	15	330	1371	282	204	229	75^	813	225	409	386	461	413	34^	484	173	275	273	312	285	7v	12v				
MON 11.34P 66 CBS										B	3.8	16	337	1381	267	203	221	85	781	212	397	372	440	394	49^	499	170	303	291	344	316	13v	22^				
178 87 CBS										C	3.8	16	337	1381	267	203	221	85	781	212	397	372	440	394	49^	499	170	303	291	344	316	13v	22^				
TUE-THU 11.30P 66 CBS										A	3.9	13	350	1377	276	199	224	73^	799	223	414	396	472	420	37^	499	189	298	294	329	302	10v	12v				
11.30 - 12.00														1353	284	207	233	77^	819	225	405	376	452	407	30^	464	159	251	251	292	266	4v	12v				
12.00 - 12.30														1332	276	201	224	70^	792	212	378	353	419	379	33^	463	154	253	251	297	268	4v	12v				
12.30 - 1.00										A	3.5	18	309	1300	297	216	244	88^	750	256	436	407	484	435	43^	465	185	300	294	337	302	7v	16v				
CBS LATE NIGHT II										B	2.4	15	212	1377	301	236	253	101^	764	247	436	408	478	429	70^	493	206	336	313	362	322	10v	27v				
MON 12.40A 50 CBS										CONT'D																											

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

OCT. 12-18, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL				W O M E N						M E N						T E E N S			
DAY	TIME	DUR	NET	NO. OF T/C					PERS	18-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-			
#STNS	CVG%	TYPE							(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17
LATE FRINGE CONT'D																												
CBS LATE NIGHT II-CONT'D																												
	175	86	FF	20	C	2.4	15	212	1377	301	236	253	101^	764	247	436	408	478	429	70^	493	206	336	313	362	322	10v	27v
TUE	12.36A	43																										
WED&THU	12.36A	48																										
FRI	12.50A	56																										
	12.30 - 1.00				A	2.5	15	223	1299	302	217	246	75^	768	242	424	397	478	436	34v	454	169	278	274	316	287	<<	12v
	1.00 - 1.30				A	2.2	16	195	1304	300	217	250	94^	743	265	447	416	496	444	52^	478	197	315	306	352	311	10v	16v
	1.30 - 2.00				A	1.7	13	151	1291	235^	205^	169^	153^	658	311^	441	424	424	339^	36v	457	213^	364^	361^	392^	367^	43v	57v
CBS NEWS NIGHTWATCH-1																												
MON	2.04A	26	CBS	19	B	0.9	10	78	1235	298^	243^	229^	39v	722	244^	417^	396^	448	430^	72v	456	182^	336^	326^	361^	320^	22v	<<
	49	52	N	19	B	0.9	10	76	1237	246^	194^	178^	75v	750	268^	406	372	429	395	72v	402	169^	274^	253^	272^	232^	11v	8v
	2.00A	30			C	0.9	10	76	1237	246^	194^	178^	75v	750	268^	406	372	429	395	72v	402	169^	274^	253^	272^	232^	11v	8v
CBS NEWS NIGHTWATCH-2																												
M-THSU	2.30A	30	CBS	20	A	0.8	11	71	1257	322^	207^	213^	30v	687	213^	370^	353^	420^	406^	64v	523	199^	355^	346^	393^	345^	<<	<<
	62	62	N	20	B	0.9	13	79	1276	282^	201^	184^	71v	756	272^	418	397	458	418	52v	419	167^	276^	257^	275^	247^	9v	10v
					C	0.9	13	79	1276	282^	201^	184^	71v	756	272^	418	397	458	418	52v	419	167^	276^	257^	275^	247^	9v	10v
CBS NEWS NIGHTWATCH-3																												
					A	0.8	17	73	1115	293^	141^	207^	26v	713	147^	262^	245^	379^	370^	21v	375^	107v	198^	196^	229^	210^	<<	<<

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PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 12-18, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S MALE FEM.	
									TOTAL PERS	WORKING WOMEN			W O M E N						M E N										
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+ 18-49	25- 54	15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	12-17	17+			
LATE FRINGE CONT'D																													
DAVID LETTERMAN II-CONT'D																													
TUE	1.00 - 1.30	99	GV	15	C	3.0	21	268	1355	265	225	198	120	645	311	450	400	447	386	141	599	357	497	444	480	409	36^	24^	
WED	1.39A 30				A	3.2	20	281	1280	223	188	175	97^	657	270	419	392	427	367	95^	517	323	444	411	425	380	31v	38^	
	1.30 - 2.00				A	2.8	25	252	1363	368	301	285	93^	679	329	464	425	498	452	183	637	459	529	470	512	405	17v	8v	
	2.00 - 2.30				A	2.8	27	245	1376	358	292	269	100^	658	288	425	388	470	420	188	643	459	524	465	500	389	18v	13v	
FRIDAY NIGHT VIDEOS																													
FRI	1.30A 60		NBC	3	B	2.5	18	224	1282	254^	223^	195^	101^	638	336	484	460	464	388	139^	526	377	450	393	412	335	26v	30v	
	1.30A 60				B	2.5	18	224	1496	263	229	204	143^	634	355	486	430	466	391	198	625	400	521	438	467	406	96^	56^	
	1.30 - 2.00		PC	3	C	2.5	18	224	1496	263	229	204	143^	634	355	486	430	466	391	198	625	400	521	438	467	406	96^	56^	
	2.00 - 2.30				A	2.9	19	257	1335	267	233^	206^	87^	678	339	497	475	481	418	123^	538	353	444	394	424	359	26v	43v	
					A	2.0	16	177	1270	248^	219^	189^	126^	613	349^	489	462	464	364	169^	535	432	481	413	414	317^	27v	14v	
G MICHAELS SPORTS MACHINE																													
SUN	11.45P 15		NBC	5	A	2.2	8	195	1451	409	359	372	37v	682	216^	454	442	534	510	268^	635	315^	441	407	487	337	93^	<<	
	83 51		SC	5	B	1.7	7	154	1453	239	206^	208^	50v	536	156^	346	341	382	359	253	773	359	535	482	558	413	58^	39v	
					C	1.7	7	154	1453	239	206^	208^	50v	536	156^	346	341	382	359	253	773	359	535	482	558	413	58^	39v	
LATE SHOW-FOX																													
					A	1.7	5	151	1461	322	294	252	182^	726	380	567	500	544	473	170^	567	389	464	378	410	351	52v	60^	
MON-FRI 11.00P 60 FOX 35																													
	11.00 - 11.30	80	GV	35	B	1.6	4	145	1456	283	254	211	140^	644	326	467	422	466	405	169^	612	359	495	417	439	385	63^	51^	
	11.30 - 12.00				C	1.6	4	145	1456	283	254	211	140^	644	326	467	422	466	405	169^	612	359	495	417	439	385	63^	51^	
					A	1.8	5	158	1397	303	274	234	178^	678	364	549	479	518	453	165^	545	375	450	379	407	335	48v	58^	
					A	1.6	6	145	1511	338	312	268	185^	769	393	580	516	566	489	174^	583	400	475	372	408	365	56v	62^	
OLYMPIC DIARY-MON 1																													
MON	1.28A 1		ABC	5	A	3.2	21	284	1373	310	263	248	81^	545	165^	408	390	436	389	73^	696	296	464	412	496	474	<<	17v	
	207 97		SC	5	B	3.4	18	299	1428	239	209	189	76^	560	180	371	356	389	335	83^	748	310	512	463	533	502	20v	23v	
					C	3.4	18	299	1428	239	209	189	76^	560	180	371	356	389	335	83^	748	310	512	463	533	502	20v	23v	
OLYMPIC DIARY-TUE 1																													
TUE	11.55P 1		ABC	4	A	3.0	10	266	1152	187^	187^	154^	33v	727	246	337	337	369	337	57v	340	97^	130^	130^	199^	158^	16v	<<	
	211 98		SC	4	B	4.5	16	401	1375	237	187	186	71^	756	206	342	316	383	349	69^	491	134	243	236	285	236	29^	16v	
					C	4.5	16	401	1375	237	187	186	71^	756	206	342	316	383	349	69^	491	134	243	236	285	236	29^	16v	
OLYMPIC DIARY-THU 1																													
THU	11.54P 1		ABC	5	A	4.6	15	408	1457	293	226	211	42^	661	201	379	379	401	358	62^	709	217	379	379	461	419	34v	<<	
	211 98		SC	5	B	4.4	16	386	1381	248	194	184	55^	681	172	356	344	392	364	54^	608	178	331	320	376	342	15v	29^	
					C	4.4	16	386	1381	248	194	184	55^	681	172	356	344	392	364	54^	608	178	331	320	376	342	15v	29^	
OLYMPIC DIARY-FRI 1																													
FRI	11.53P 1		ABC	5	A	6.7	19	594	1416	248	152	161	82^	730	214	332	308	383	325	46^	620	176	258	249	343	306	<<	18v	
	201 97		SC	5	B	4.5	13	400	1444	247	164	174	56^	715	179	326	313	370	332	47^	622	144	303	289	360	337	26^	22^	
					C	4.5	13	400	1444	247	164	174	56^	715	179	326	313	370	332	47^	622	144	303	289	360	337	26^	22^	
SATURDAY NIGHT																													
SAT	11.30P 81		NBC	1	A	8.8	28	780	1544	279	244	232	139	666	375	497	440	469	416	142	603	318	505	461	490	446	90	73^	
	200 99		GV	1	B	8.8	28	780	1544	279	244	232	139	666	375	497	440	469	416	142	603	318	505	461	490	446	90	73^	
	11.30 - 12.00				C	8.8	28	780	1544	279	244	232	139	666	375	497	440	469	416	142	603	318	505	461	490	446	90	73^	
	12.00 - 12.30				A	10.0	27	886	1582	282	237	229	132	689	337	475	425	460	419	124	586	275	463	435	472	434	91	80	
					A	8.7	28	771	1523	281	246	235	139	656	393	505	445	474	418	151	610	334	528	475	504	457	90	71^	
CONT'D																													

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 12-18, 1987

PROGRAM NAME DAYTIME DUR NET NO. OF #STNS CVG% TYPE T/C										KEY	HOUSEHOLD AUDIENCES AVG. AUD. SH. AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEEN S MALE FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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											PERS (2+)	18+ 18-	49 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 12-18, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS		CHILDREN							
DAY	TIME	DUR	NET	NO. OF T/C	AUG. AUD. %	SH %	AUG. AUD. 0,000	LOH	WORKING		W O M E N					M E N					MALE	FEM.	MALE FEM. TOTAL											
								18-49 W/CH	WOMEN		18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	2-	2-	6-											
#STNS	CVG%	TYPE						<3	18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11							
MON-FRI EARLY MORNING										A	1.2	14	105	73v	240^	211^	569	184^	350	364	317^	181^	530	219^	373	354	280^	131^	30v	19v	<<	9v	<<	
ABC WORLD NEWS-MORN-615A										B	1.3	16	119	59^	295	257	605	155^	404	415	397	167^	507	169^	323	329	291	148^	12v	39v	21v	30v	19v	
MON-FRI 6.15A 15 ABC 15										C	1.3	16	119	59^	295	257	605	155^	404	415	397	167^	507	169^	323	329	291	148^	12v	39v	21v	30v	19v	
ABC WORLD NEWS-MORN-645A										A	1.6	13	142	53v	232^	219^	596	155^	431	441	357	133^	485	132^	249	260	294	190^	75^	21v	19v	26v	26v	
MON-FRI 6.45A 15 ABC 15										B	2.0	15	174	56^	303	238	616	152^	425	451	388	140^	485	143^	255	272	275	182	31v	49^	22v	32v	35v	
147 72 N 15										C	2.0	15	174	56^	303	238	616	152^	425	451	388	140^	485	143^	255	272	275	182	31v	49^	22v	32v	35v	
BEFORE HOURS										A	0.7	9	58	31v	357^	307^	671	189^	379^	409^	297^	245^	445^	214^	257^	217^	89v	168^	66v	20v	20v	16v	36v	
MON-FRI 6.15A 15 NBC 15										B	0.7	9	59	73v	346^	311^	698	220^	434^	418^	319^	225^	365^	177^	223^	200^	93v	123^	22v	20v	<<	<<	<<	<<
144 85 N 15										C	0.7	9	59	73v	346^	311^	698	220^	434^	418^	319^	225^	365^	177^	223^	200^	93v	123^	22v	20v	<<	<<	<<	
CBS MORNING NEWS- 6:30AM										A	1.1	11	94	21v	255^	94^	646	115^	190^	244^	325^	378	373	131^	149^	137^	150^	224^	14v	8v	48v	13v	41v	
MON-FRI 6.30A 30 CBS 20										B	1.1	11	93	27v	313	149^	671	136^	280	312	371	321	309	91^	133^	127^	166^	169^	13v	19v	36v	40v	55v	
145 86 N 20										C	1.1	11	93	27v	313	149^	671	136^	280	312	371	321	309	91^	133^	127^	166^	169^	13v	19v	36v	40v	55v	
CBS MORNING NEWS- 7:00AM										A	1.9	12	170	32v	197^	140^	637	166^	271	308	261	303	461	109^	205	201	245	235	29v	17v	36v	13v	42v	
MON-FRI 7.00A 30 CBS 20										B	2.0	12	173	31v	239	194	632	205	335	337	254	244	421	121^	213	216	225	183	28v	15v	35v	30v	49^	
200 98 N 20										C	2.0	12	173	31v	239	194	632	205	335	337	254	244	421	121^	213	216	225	183	28v	15v	35v	30v	49^	
GOOD MORNING, AMERICA-730										A	4.3	23	381	68^	218	176	690	154	379	399	365	259	434	93	190	206	219	207	26^	7v	11v	18v	21v	
MON-FRI 7.30A 30 ABC 15										B	4.4	22	386	58^	247	200	713	159	402	418	384	264	419	106	193	198	202	193	21^	8v	18^	20^	22^	
213 99 N 15										C	4.4	22	386	58^	247	200	713	159	402	418	384	264	419	106	193	198	202	193	21^	8v	18^	20^	22^	
GOOD MORNING, AMERICA-830										A	4.6	23	409	78^	209	164	766	157	351	375	390	353	359	65^	124	148	170	194	19v	5v	15v	17v	9v	
MON-FRI 8.30A 30 ABC 15										B	4.5	23	402	81	217	175	788	163	389	405	405	344	349	69	126	139	157	187	14v	6v	19^	24^	13v	
211 98 N 15										C	4.5	23	402	81	217	175	788	163	389	405	405	344	349	69	126	139	157	187	14v	6v	19^	24^	13v	
MORNING PROGRAM										A	1.9	10	168	44v	207	143^	738	176^	266	294	293	402	376	88^	164^	152^	157^	206	21v	4v	28v	24v	38v	
MON-FRI 7.30A 90 CBS 20										B	2.0	10	178	54^	220	162	749	202	322	335	310	371	384	105^	179	173	165	191	14v	6v	34v	31v	38^	
200 98 N 20										C	2.0	10	178	54^	220	162	749	202	322	335	310	371	384	105^	179	173	165	191	14v	6v	34v	31v	38^	
7.30 - 8.00										A	1.8	10	163	45v	261	196^	755	205^	314	331	300	386	369	109^	186^	182^	158^	175^	14v	10v	32v	31v	52v	
8.00 - 8.30										A	1.8	9	161	40v	211	149^	758	177^	263	290	306	418	388	93^	178^	161^	158^	204^	33v	<<	32v	22v	44v	
8.30 - 9.00										A	2.0	10	175	48v	160^	93^	727	154^	234	272	283	415	384	66^	135^	121^	160^	243	17v	4v	23v	20v	22v	
NBC NEWS AT SUNRISE										A	2.0	22	177	44v	324	273	637	120^	363	408	365	226	534	152^	239	255	231	244	21v	48v	10v	9v	15v	
MON-FRI 6.00A 30 NBC 15										B	1.9	21	165	58^	361	300	681	161^	419	442	377	218	470	123^	226	244	214	206	14v	50^	10v	6v	11v	
197 98 N 15										C	1.9	21	165	58^	361	300	681	161^	419	442	377	218	470	123^	226	244	214	206	14v	50^	10v	6v	11v	
TODAY SHOW-7.30AM										A	4.2	22	370	63^	209	142	662	121	309	330	332	313	512	106	218	210	224	275	17v	10v	21v	10v	15v	
MON-FRI 7.30A 30 NBC 15										B	4.4	23	389	60^	223	156	680	153	329	349	334	303	495	122	236	224	216	243	19^	17^	18^	16v	17v	
205 99 N 15										C	4.4	23	389	60^	223	156	680	153	329	349	334	303	495	122	236	224	216	243	19^	17^	18^	16v	17v	
TODAY SHOW-8.30AM										A	4.4	22	392	78^	167	139	713	157	336	357	336	337	424	83^	173	167	195	240	18v	6v	19v	9v	9v	
MON-FRI 8.30A 30 NBC 15										B	4.5	22	395	83	166	129	715	159	331	350	345	339	432	85	193	182	203	231	10v	9v	18^	18^	13v	
205 99 N 15										C	4.5	22	395	83	166	129	715	159	331	350	345	339	432	85	193	182	203	231	10v	9v	18^	18^	13v	

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 12-18, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C										KEY	HOUSEHOLD AUDIENCES AVG. AUD. SH %		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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											18-49 W/CH	18-49 WOMEN	15-24	18-34 TOTAL	18-49	25-34	25-34	35-55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-11	FEM. 2-11	TOT. 5-11	TOT. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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OCT. 12-18, 1987

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
										LOH WORKING			W O M E N								M E N		T E E N S			C H I L D R E N								
DAY	TIME	DUR	NET	NO. OF		AVG		AVG.	18-49	WOMEN																								
	#STNS	CVG%	TYPE	T/C		AUD.	SH	AUD.	W/CH			15-	18-	18-	25-	25-	35-																	
						%	%	0,000	<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-						
MONDAY-FRIDAY DAYTIME CONT'D																																		
BOLD AND THE BEAUTIFUL MON-THU 1.30P 30 CBS 20 200 94 DD 20 FRI 1.45P 15						A	4.4	16	386	89	215	129	113	925	218	419	315	391	455	431	231	88	15v	9v	18v	29^	41^	50^	20v					
						B	4.5	16	401	92	190	142	113	902	236	441	339	400	408	400	250	107	14v	13v	21^	39^	36^	54^	21^					
						C	4.5	16	401	92	190	142	113	902	236	441	339	400	408	400	250	107	14v	13v	21^	39^	36^	54^	21^					
CLASSIC CONCENTRATION MON-FRI 10.30A 30 NBC 15 139 74 QG 15						A	3.1	15	271	101^	145	121^	76^	850	240	404	333	391	338	388	318	176	24v	22v	9v	46^	44^	62^	28v					
						B	3.1	15	274	86^	121	105	85^	816	212	382	312	353	321	393	320	174	28^	24^	23v	41^	55^	65^	31^					
						C	3.1	15	274	86^	121	105	85^	816	212	382	312	353	321	393	320	174	28^	24^	23v	41^	55^	65^	31^					
DAYS OF OUR LIVES(B) FRI 1.20P 25 NBC 15 78 35 DD 15						A	2.6	10	230	52v	88^	65v	283	899	279	487	282	367	391	326	300	158^	13v	103^	91^	5v	31v	33v	<<					
						A	2.5	9	222	54v	90^	66v	253^	922	266^	470	270^	350	379	373	293	156^	15v	78^	69v	12v	37v	49v	<<					
						A	2.7	10	239	50v	86^	63v	298	873	284	492	286	374	393	294	300	157^	11v	117^	104^	<<	27v	22v	<<					
DAYS OF OUR LIVES MON-THU 1.00P 60 NBC 15 201 97 DD 15 FRI 1.00P 20						A	6.2	23	552	90	195	160	163	863	302	516	385	442	385	290	276	127	26^	51^	51^	28^	41^	51^	18^					
						B	6.3	23	559	89	181	146	152	858	297	492	370	435	383	302	287	125	18^	52	42^	34^	40^	51	23^					
						C	6.3	23	559	89	181	146	152	858	297	492	370	435	383	302	287	125	18^	52	42^	34^	40^	51	23^					
& 1.45P 15 1.00 - 1.30 1.30 - 2.00						A	6.0	21	527	95	195	160	161	878	307	521	387	445	384	298	275	130	25^	39^	44^	32^	45^	56^	22^					
						A	6.4	24	571	86	198	162	167	859	301	516	388	444	390	286	281	125	27^	64	58^	25^	38^	48^	15^					
						A	7.8	27	691	150	224	188	180	893	395	563	417	460	320	287	190	73	19^	61	49	51	32^	61	22^					
GENERAL HOSPITAL MON-FRI 3.00P 60 ABC 15 215 99 DD 15 3.00 - 3.30 3.30 - 4.00						B	7.8	27	687	135	240	203	164	885	378	551	422	468	327	289	212	80	18^	63	48	46	44	59	32^					
						C	7.8	27	687	135	240	203	164	885	378	551	422	468	327	289	212	80	18^	63	48	46	44	59	32^					
						A	7.7	28	686	150	228	194	177	910	403	582	435	481	331	282	188	71	19^	55	45^	47^	34^	65	16^					
GUIDING LIGHT MON-FRI 3.00P 60 CBS 20 207 99 DD 20 3.00 - 3.30 3.30 - 4.00						A	7.8	26	693	150	221	184	182	881	389	547	401	441	310	294	193	76	19^	67	53	55	31^	57	29^					
						A	5.2	18	461	85	204	120	118	888	231	409	315	374	407	419	231	113	8v	31^	27^	40^	47^	58^	29^					
						B	5.4	19	482	86	169	115	120	898	237	427	328	380	391	420	246	124	9v	32^	25^	37^	45^	47^	36^					
LOVING MON-FRI 12.30P 30 ABC 15 175 88 DD 15						C	5.4	19	482	86	169	115	120	898	237	427	328	380	391	420	246	124	9v	32^	25^	37^	45^	47^	36^					
						A	5.1	18	448	87	196	113	116	892	225	406	312	373	416	425	233	115	3v	28^	22^	41^	44^	60^	25^					
						A	5.3	18	471	84	213	128	121	887	238	414	318	377	399	415	229	111	12v	34^	31^	39^	50^	55^	33^					
MR. BELVEDERE-M-F MON-FRI 11.30A 30 ABC 29 137 71 CS 29						A	4.3	17	377	201	253	226	189	871	439	616	440	462	312	232	203	59^	26^	29^	20v	72^	19v	72^	19v					
						B	4.2	16	373	163	233	210	157	867	390	584	440	471	339	252	209	62^	13v	28^	18^	73	42^	83	33^					
						C	4.2	16	373	163	233	210	157	867	390	584	440	471	339	252	209	62^	13v	28^	18^	73	42^	83	33^					
NBC NEWS DIGEST-DAYTIME M-F 2.57P 1 NBC 9						A	2.8	13	245	159	244	215	124^	729	343	528	419	431	294	188	297	42^	38^	59^	19v	98^	55^	132^	21v					
						B	2.7	12	236	123	219	190	137	751	341	512	404	427	286	216	278	56^	31^	54^	39^	102^	61^	122	40^					
						C	2.7	12	236	123	219	190	137	751	341	512	404	427	286	216	278	56^	31^	54^	39^	102^	61^	122	40^					
CONT'D						A	4.8	17	425	61^	194	167	143	791	227	439	333	401	380	283	348	140	39^	58^	61^	14v	28^	28^	14v					
						B	4.5	16	400	74	206	175	121	815	223	441	350	410	381	313	326	132	25^	53^	46^	17v	31^	26^	21^					

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
											AVG. AUD. %	AVG. SH %	AVG. 0,000	LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N					
														18-49 W/CH	18- 49	15- 24	18- 34	18- 49	25- 49	25- 54	35- 64	55+ 65+	TOTAL	55+	12- 17	12- 17	15- 17	MALE 2- 11	FEM. 2- 11	TOT. 2- 11	TOT. 6- 11		
DAY	TIME	DUR	NET	NO. OF	T/C	#STNS	CVG%	TYPE																									
MONDAY-FRIDAY DAYTIME CONT'D																																	
NBC NEWS DIGEST-DAYTIME-CONT'D																																	
		191	95	N	9					C	4.5	16	400	74	206	175	121	815	223	441	350	410	381	313	326	132	25^	53^	46^	17v	31^	26^	21^
NEW CARD SHARKS																																	
MON-FRI	10.30A	30	CBS	20						A	3.3	16	292	109^	160	117	83^	696	210	342	269	359	322	264	388	240	21v	14v	20v	50^	60^	81^	30^
	163	78	QP	20						B	3.1	15	277	87^	129	89^	66^	669	192	311	251	324	313	285	439	248	14v	13v	12v	56^	54^	73^	37^
										C	3.1	15	277	87^	129	89^	66^	669	192	311	251	324	313	285	439	248	14v	13v	12v	56^	54^	73^	37^
NEWSBREAK-11.57																																	
MON-FRI	11.57A	2	CBS	20						A	5.0	22	443	66^	182	122	97	794	193	345	258	323	325	384	386	212	13v	18v	14v	46^	55^	73^	28^
	180	86	N	20						B	5.0	22	442	62	178	133	71	776	196	340	273	327	314	381	381	192	12v	9v	10v	38^	55^	63	31^
										C	5.0	22	442	62	178	133	71	776	196	340	273	327	314	381	381	192	12v	9v	10v	38^	55^	63	31^
NEWSBREAK-3.44																																	
MON&THU	3.44P	1	CBS	20						A	4.5	15	402	64^	200	125	103	867	205	367	282	344	396	439	230	115	13v	26^	22^	33^	49^	55^	28^
	194	93	N	20						B	4.8	16	421	64	169	115	98	881	212	380	297	356	389	442	242	124	12v	30^	19^	31^	42^	38^	35^
										C	4.8	16	421	64	169	115	98	881	212	380	297	356	389	442	242	124	12v	30^	19^	31^	42^	38^	35^
TUE	3.40P	1																															
WED	3.37P	1																															
FRI	3.36P	1																															
ONE LIFE TO LIVE																																	
MON-FRI	2.00P	60	ABC	15						A	7.7	28	684	167	230	208	175	897	408	590	432	482	339	257	213	79	19^	33^	28^	45^	38^	66	17^
										B	7.7	28	683	146	235	207	159	900	391	579	438	486	352	273	212	89	13^	31^	26^	48	46	65	29^
	215	99	DD	15						C	7.7	28	683	146	235	207	159	900	391	579	438	486	352	273	212	89	13^	31^	26^	48	46	65	29^
	2.00 - 2.30									A	7.7	28	679	174	238	218	177	894	411	595	435	485	336	249	222	80	22^	33^	28^	47^	36^	65	18^
	2.30 - 3.00									A	7.8	28	689	160	222	198	173	900	404	585	429	479	342	266	205	79	16^	33^	27^	43^	39^	66	15^
PRICE IS RIGHT 1																																	
MON-FRI	11.00A	30	CBS	19						A	5.2	25	464	85	151	89	88	743	188	307	227	290	302	373	400	216	15v	18v	15v	56^	62^	85	33^
	207	96	AP	19						B	5.0	24	443	80	160	102	80	743	196	318	243	294	301	373	402	220	13v	12v	13v	53^	58	75	36^
										C	5.0	24	443	80	160	102	80	743	196	318	243	294	301	373	402	220	13v	12v	13v	53^	58	75	36^
PRICE IS RIGHT 2																																	
MON-FRI	11.30A	30	CBS	20						A	6.2	28	549	72	169	108	93	743	186	309	225	282	299	377	412	231	12v	16^	14v	55^	56^	81	30^
	207	96	AP	20						B	6.2	28	549	64	165	114	77	743	187	313	243	294	301	378	420	229	13^	12v	14v	49	53	70	32^
										C	6.2	28	549	64	165	114	77	743	187	313	243	294	301	378	420	229	13^	12v	14v	49	53	70	32^
RYAN'S HOPE																																	
MON-THU	12.00N	30	ABC	15						A	3.1	13	273	167	254	233	167	857	461	629	476	521	310	182	199	38^	40^	29v	32^	71^	30v	69^	32^
	167	81	DD	15						B	3.0	12	263	158	243	228	131	872	430	614	497	549	334	206	210	47^	28^	32^	31^	81^	43^	88^	35^
										C	3.0	12	263	158	243	228	131	872	430	614	497	549	334	206	210	47^	28^	32^	31^	81^	43^	88^	35^
FRI	12.00N	10																															
	& 12.22P	8																															
SALE OF THE CENTURY																																	
MON-FRI	10.00A	30	NBC	15						A	2.6	13	229	92^	139^	118^	66^	811	187	363	303	334	315	416	397	209	22v	17v	6v	45^	27v	50^	22v
	142	73	QG	15						B	2.7	13	235	77^	143	130	62^	806	169	360	308	327	307	426	416	209	16v	23v	14v	46^	53^	72^	27v
										C	2.7	13	235	77^	143	130	62^	806	169	360	308	327	307	426	416	209	16v	23v	14v	46^	53^	72^	27v
SANTA BARBARA																																	
TUE-FRI	3.00P	60	NBC	13						A	4.5	16	396	83	228	189	189	884	279	542	399	468	437	274	240	106	42^	83	76^	15v	52^	44^	23^
	199	99	DD	13						B	4.5	16	398	98	219	177	166	859	275	513	393	464	408	275	255	105	28^	93	68	25^	40^	45^	20^
										C	4.5	16	398	98	219	177	166	859	275	513	393	464	408	275	255	105	28^	93	68	25^	40^	45^	20^
	3.00 - 3.30									A	4.3	16	383	83	228	191	195	901	294	559	406	477	442	272	250	111	39^	81	73^	14v	51^	46^	19v
CONT'D																																	

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PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										HOUSEHOLD AUDIENCES K E Y AVG. AUD. SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
												LOH		WORKING	W O M E N								M E N		T E E N S			C H I L D R E N							
												18-49 W/CH	18-49	15-24	18-34	18-49	25-34	25-34	35-44	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.							
												18-49	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-17	12-17	15-17	2-11	2-11	2-11	6-11				
MONDAY-FRIDAY DAYTIME CONT'D																																			
SANTA BARBARA-CONT'D 3.30 - 4.00												A	4.6	16	405	85	231	190	185	878	268	532	396	464	437	279	234	101	45^	87	81	15v	53^	41^	27^
SCRABBLE MON-FRI 12.30P 30 NBC 28												B	3.8	15	338	70^	148	128	74^	802	190	341	279	308	283	433	345	199	33^	25v	38^	31^	36^	51^	16v
153 81 QG 28												C	3.6	14	315	80^	125	108	85	811	202	354	283	318	293	421	357	183	26^	21^	29^	40^	42^	53^	28^
SUPER PASSWORD MON-THU 12.00N 30 NBC 15												A	2.9	12	254	110^	100^	90^	98^	764	196	315	232	264	235	417	338	190	30v	39^	32v	38^	51^	70^	20v
152 70 QG 15												B	2.9	12	257	110	102^	80^	103	774	212	333	251	294	258	398	362	179	20v	31^	29^	52^	56^	73^	35^
FRI 12.10P 20												C	2.9	12	257	110	102^	80^	103	774	212	333	251	294	258	398	362	179	20v	31^	29^	52^	56^	73^	35^
\$25,000 PYRAMID MON-FRI 10.00A 30 CBS 20												A	3.3	16	289	92^	135	71^	61^	706	182	299	244	357	343	294	367	225	20v	16v	17v	38^	44^	48^	34^
170 83 QP 20												B	3.1	15	277	86^	118	63^	65^	700	203	301	240	328	309	310	385	225	11v	8v	9v	51^	46^	61^	36^
												C	3.1	15	277	86^	118	63^	65^	700	203	301	240	328	309	310	385	225	11v	8v	9v	51^	46^	61^	36^
WHEEL OF FORTUNE MON-FRI 11.00A 30 NBC 15												A	4.6	22	411	65^	167	112	64^	849	186	317	262	334	314	460	367	207	26^	12v	20v	42^	36^	64^	14v
203 97 QG 15												B	5.0	23	439	71	146	100	69	828	178	316	261	318	313	455	374	205	17^	22^	20^	36^	43^	57^	23^
												C	5.0	23	439	71	146	100	69	828	178	316	261	318	313	455	374	205	17^	22^	20^	36^	43^	57^	23^
WHO'S THE BOSS? M-F												A	3.2	15	284	135	260	230	123	775	354	557	446	460	315	203	275	55^	39^	48^	22v	101^	53^	129	25v
MON-FRI 11.00A 30 ABC 15												B	3.3	16	294	129	233	213	117	750	319	534	437	450	315	202	262	52^	38^	54^	43^	90^	65^	120	35^
156 85 CS 15												C	3.3	16	294	129	233	213	117	750	319	534	437	450	315	202	262	52^	38^	54^	43^	90^	65^	120	35^
WIN, LOSE OR DRAW MON-FRI 11.30A 30 NBC 28												A	3.1	14	271	103^	198	172	120^	861	276	458	348	389	322	362	286	138	28v	35^	30v	61^	64^	97^	28v
185 87 QG 28												B	3.5	16	307	112	150	130	99	813	229	414	331	381	333	348	306	128	17v	30^	29^	47^	62^	77^	32^
												C	3.5	16	307	112	150	130	99	813	229	414	331	381	333	348	306	128	17v	30^	29^	47^	62^	77^	32^
YOUNG AND THE RESTLESS MON-FRI 12.30P 60 CBS 20												A	7.0	28	624	88	206	141	135	892	261	448	328	391	385	380	267	124	18^	19^	26^	29^	49^	58	20^
209 99 DD 20												B	7.3	29	650	91	192	149	115	877	266	453	349	402	369	371	260	127	15^	19^	22^	34^	42	57	19^
12.30 - 1.00												C	7.3	29	650	91	192	149	115	877	266	453	349	402	369	371	260	127	15^	19^	22^	34^	42	57	19^
1.00 - 1.30												A	6.8	28	604	84	205	142	132	885	258	446	328	388	380	379	272	128	20^	19^	28^	29^	46^	59	16^
												A	7.3	28	645	92	206	139	137	896	264	450	328	393	388	381	261	120	16^	18^	24^	29^	51^	56	24^

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PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
										HOUSEHOLD AUDIENCES			TOT. PERS.		WOMEN			MEN		TOTAL	T E E N S					C H I L D R E N										
										AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)		15- 24	18- 49	15- 24		12- 17	12- 17	12- 17	12- 14	15- 17	TOTAL	MALE	FEM.	TOT.	TOT.	2- 11	2- 11	2- 11	5	6- 11	6- 11	6- 11	8
WEEKEND DAYTIME CHILDREN																																				
ALF-SAT MORN										A	5.1	19	452	1575	199	375	321	63^	244	218	71^	147	89^	129^	738	295	443	302	436	199	237	165	271			
SAT	11.00A	23	NBC	3	B	6.6	24	583	1523	166	351	296	1523	166	351	296	74	193	267	118	149	162	105	712	368	344	307	405	226	179	197	208				
	204	98	CA	3	C	6.6	24	583	1523	166	351	296	1523	166	351	296	74	193	267	118	149	162	105	712	368	344	307	405	226	179	197	208				
	11.00A	12																																		
	& 11.19A	11																																		
ALL NEW POUND PUPPIES						A	3.7	15	328	1428	49^	315	258	1428	49^	315	258	93^	170^	108^	90^	17^	84^	24^	835	356	479	361	474	205	269	193^	281			
SAT	9.30A	27	ABC	4	B	4.0	16	355	1478	66^	290	247	1478	66^	290	247	59^	176	168	94	74^	119	49^	843	390	453	353	490	246	244	227	263				
	209	99	CA	4	C	4.0	16	355	1478	66^	290	247	1478	66^	290	247	59^	176	168	94	74^	119	49^	843	390	453	353	490	246	244	227	263				
ALVIN AND THE CHIPMUNKS						A	5.5	20	487	1554	131	320	302	1554	131	320	302	93^	259	209	58^	151	135	75^	766	333	432	373	392	174	218	185	207			
SAT	10.30A	30	NBC	6	B	6.5	23	579	1483	149	355	307	1483	149	355	307	81	204	231	97	134	152	80	692	340	352	314	379	189	190	206	173				
	204	99	CA	6	C	6.5	23	579	1483	149	355	307	1483	149	355	307	81	204	231	97	134	152	80	692	340	352	314	379	189	190	206	173				
BUGS BUNNY & TWEETY SHOW						A	2.9	11	257	1578	47^	439	295	1578	47^	439	295	59^	251	217^	151^	65^	148^	68^	672	276	396	231^	441	151^	290	220^	221^			
SAT	11.30A	30	ABC	3	B	3.3	12	289	1490	85^	409	293	1490	85^	409	293	98^	282	196	118^	78^	126	70^	604	261	343	262	341	167	174	187	154				
	160	71	CA	3	C	3.3	12	289	1490	85^	409	293	1490	85^	409	293	98^	282	196	118^	78^	126	70^	604	261	343	262	341	167	174	187	154				
CARE BEAR FAMILY						A	1.7	12	151	1353	42^	224^	186^	1353	42^	224^	186^	37^	156^	130^	27^	103^	123^	7^	843	286^	557	165^	678	206^	471	285^	393^			
SAT	8.00A	30	ABC	4	B	2.0	15	179	1155	100^	223	187	1155	100^	223	187	32^	155^	132^	45^	87^	82^	50^	645	276	369	188	457	199	257	237	219				
	200	96	CA	4	C	2.0	15	179	1155	100^	223	187	1155	100^	223	187	32^	155^	132^	45^	87^	82^	50^	645	276	369	188	457	199	257	237	219				
CBS STORYBREAK						A	3.4	13	301	1654	261	440	372	1654	261	440	372	111^	205^	289	114^	175^	172^	117^	720	371	349	289	431	254	177^	232	198^			
SAT	12.00N	30	CBS	5	B	2.9	11	259	1459	183	384	286	1459	183	384	286	91^	253	258	82^	176	160	98^	565	306	259	245	320	188	131	163	156				
	167	84	CL	5	C	2.9	11	259	1459	183	384	286	1459	183	384	286	91^	253	258	82^	176	160	98^	565	306	259	245	320	188	131	163	156				
THE GAMMAGE CUP																																				
FLINTSTONE KIDS						A	3.3	13	292	1665	84^	408	346	1665	84^	408	346	130^	253	239	133^	106^	155^	84^	765	332	433	292	473	161^	312	213^	260			
SAT	11.00A	30	ABC	3	B	3.2	12	281	1610	109^	426	352	1610	109^	426	352	116^	257	213	105^	108^	136	77^	714	308	406	324	391	176	214	190	200				
	175	74	CA	3	C	3.2	12	281	1610	109^	426	352	1610	109^	426	352	116^	257	213	105^	108^	136	77^	714	308	406	324	391	176	214	190	200				
FOOFUR						A	2.5	9	222	1761	131^	479	399	1761	131^	479	399	112^	320	319	77^	243^	204^	115^	643	232^	411	277^	366	159^	207^	157^	209^			
SAT	12.11P	19	NBC	6	B	3.2	12	284	1421	159	352	293	1421	159	352	293	84^	235	230	88^	142	127	102^	605	318	287	235	371	185	186	177	194				
	154	82	CA	6	C	3.2	12	284	1421	159	352	293	1421	159	352	293	84^	235	230	88^	142	127	102^	605	318	287	235	371	185	186	177	194				
FRAGGLE ROCK						A	4.3	16	381	1532	153^	318	287	1532	153^	318	287	113^	288	233	99^	134^	147^	86^	693	378	316	370	322	164^	159^	121^	202			
SAT	10.06A	24	NBC	6	B	6.0	22	528	1422	130	353	291	1422	130	353	291	78	202	234	103	131	157	77	634	325	308	272	361	190	171	182	179				
	203	99	CA	6	C	6.0	22	528	1422	130	353	291	1422	130	353	291	78	202	234	103	131	157	77	634	325	308	272	361	190	171	182	179				
GUMMI BEARS						A	3.1	22	275	1341	41^	349	307	1341	41^	349	307	66^	248	143^	77^	66^	84^	59^	601	354	247	246	354	237	118^	202^	152^			
SAT	8.00A	30	NBC	6	B	2.9	21	253	1321	48^	304	249	1321	48^	304	249	49^	193	134	79^	55^	82^	52^	690	375	315	255	435	240	194	231	204				
	199	97	CA	6	C	2.9	21	253	1321	48^	304	249	1321	48^	304	249	49^	193	134	79^	55^	82^	52^	690	375	315	255	435	240	194	231	204				
HELLO KITTY						A	2.3	17	204	1250	43^	338	206^	1250	43^	338	206^	49^	140^	85^	71^	14^	61^	25^	687	324	363	135^	552	250^	301^	323	229^			
SAT	8.00A	30	CBS	5	B	2.0	14	179	1215	41^	287	186^	1215	41^	287	186^	28^	183^	79^	51^	27^	50^	28^	665	318	348	231	435	207	228	244	191				
	200	96	CA	5	C	2.0	14	179	1215	41^	287	186^	1215	41^	287	186^	28^	183^	79^	51^	27^	50^	28^	665	318	348	231	435	207	228	244	191				
I'M TELLING						A	2.4	9	213	1617	116^	338	278^	1617	116^	338	278^	133^	284^	387	159^	228^	266^	121^	608	261^	347	194^	414	204^	210^	175^	240^			

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PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						HOUSEHOLD AUDIENCES K E Y AVG. SH AVG. AUD. % AUD. % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
								TOT.		WOMEN			MEN			T E E N S					C H I L D R E N									
								PERS.	(2+)	15- 24	18- 49	15- 24	TOTAL	TOTAL	12- 17	12- 17	12- 17	12- 14	15- 17	TOTAL	2- 11	2- 11	2- 11	2- 5	TOTAL	6- 11	6- 11	6- 11	6- 8	9- 11
WEEKEND DAYTIME CHILDREN CONT'D																														
I'M TELLING-CONT'D																														
SAT	12.30P	30	NBC	6	B	2.7	10	239	1374	136^	358	285	111^	244	242	95^	147	144	98^	530	288	242	170	360	193	167	157	203	203	
	128	70	CA	6	C	2.7	10	239	1374	136^	358	285	111^	244	242	95^	147	144	98^	530	288	242	170	360	193	167	157	203	203	
KIDD VIDEO																														
SAT	12.30P	30	CBS	5	A	2.5	9	222	1666	289	462	360	60^	228^	272^	80^	192^	143^	128^	705	359	346	323	382	209^	173^	261^	121^	121^	
	144	68	CA	5	B	2.3	8	202	1521	201	406	291	126^	244	308	99^	209	162^	145^	563	311	252	248	315	185	131^	180	135^	135^	
					C	2.3	8	202	1521	201	406	291	126^	244	308	99^	209	162^	145^	563	311	252	248	315	185	131^	180	135^	135^	
LITTLE CLOWNS-HAPPYTOWN																														
SAT	8.30A	30	ABC	4	A	2.6	14	230	1382	38^	302	214^	59^	126^	102^	64^	38^	66^	36^	852	320	531	191^	661	278	383	291	370	370	
	205	99	CA	4	B	2.6	14	233	1390	95^	293	246	47^	142	130^	58^	72^	73^	57^	825	356	469	297	528	268	260	286	242	242	
					C	2.6	14	233	1390	95^	293	246	47^	142	130^	58^	72^	73^	57^	825	356	469	297	528	268	260	286	242	242	
LITTLE WIZARDS(B)																														
SAT	10.03A	27	ABC		A	3.3	12	292	1401	80^	336	282	176^	212^	152^	105^	47^	57^	95^	700	317	383	315	384	176^	209^	157^	228	228	
	188	82	CA																											
MIGHTY MOUSE																														
SAT	10.30A	30	CBS	5	A	4.4	16	390	1575	87^	356	308	82^	254	107^	69^	38^	50^	56^	859	560	299	383	476	306	170	276	201	201	
	196	96	CA	5	B	4.2	15	369	1486	64^	298	231	59^	235	119	63^	55^	83^	35^	835	508	326	358	477	289	188	275	202	202	
					C	4.2	15	369	1486	64^	298	231	59^	235	119	63^	55^	83^	35^	835	508	326	358	477	289	188	275	202	202	
MUPPET BABIES I																														
					A	3.7	20	328	1279	46^	309	239	45^	123^	64^	63^	<<	33^	30^	784	376	408	250	533	223	310	367	167^	167^	
SAT	8.30A	30	CBS	5	B	3.6	19	319	1348	45^	268	198	22^	173	95^	53^	42^	67^	28^	812	449	363	320	493	274	219	295	198	198	
	204	97	CA	5	C	3.6	19	319	1348	45^	268	198	22^	173	95^	53^	42^	67^	28^	812	449	363	320	493	274	219	295	198	198	
MUPPET BABIES II																														
SAT	9.00A	30	CBS	5	A	4.7	22	416	1466	45^	274	220	59^	156	103^	79^	24^	63^	40^	933	412	521	304	629	252	377	367	262	262	
	204	97	CA	5	B	4.4	20	392	1442	36^	251	199	36^	190	106	68^	38^	85^	21^	896	458	438	366	530	268	262	297	233	233	
					C	4.4	20	392	1442	36^	251	199	36^	190	106	68^	38^	85^	21^	896	458	438	366	530	268	262	297	233	233	
MUPPET BABIES III																														
SAT	9.30A	30	CBS	5	A	5.5	22	487	1566	51^	287	245	67^	244	108^	68^	40^	67^	40^	927	474	453	370	557	274	283	340	217	217	
	201	97	CA	5	B	4.6	18	411	1481	46^	260	214	32^	210	115	61^	54^	89	26^	895	494	401	381	513	285	229	298	215	215	
					C	4.6	18	411	1481	46^	260	214	32^	210	115	61^	54^	89	26^	895	494	401	381	513	285	229	298	215	215	
MY PET MONSTER																														
SAT	9.00A	30	ABC	4	A	3.0	14	266	1370	19^	299	251	71^	122^	124^	83^	41^	87^	37^	825	350	475	330	495	239	256	170^	325	325	
	208	99	CA	4	B	3.5	16	308	1406	73^	251	217	51^	159	143	88^	55^	84^	59^	853	416	437	338	515	286	229	240	275	275	
					C	3.5	16	308	1406	73^	251	217	51^	159	143	88^	55^	84^	59^	853	416	437	338	515	286	229	240	275	275	
NEW ARCHIES																														
SAT	11.30A	30	NBC	6	A	3.9	15	346	1557	261	391	340	57^	205	239	21^	218	91^	148^	721	319	401	265	456	225	231	168^	288	288	
	182	92	CA	6	B	4.9	18	430	1473	187	349	300	98	206	283	106	177	154	129	635	326	309	263	372	201	170	175	197	197	
					C	4.9	18	430	1473	187	349	300	98	206	283	106	177	154	129	635	326	309	263	372	201	170	175	197	197	
PEE WEE'S PLAYHOUSE																														
SAT	10.00A	30	CBS	5	A	6.5	24	576	1553	66^	343	306	51^	296	70^	38^	33^	38^	32^	844	459	385	329	516	293	233	333	183	183	
	207	99	CL	5	B	5.8	21	517	1512	61^	294	245	43^	246	123	59^	64^	88	35^	848	470	379	356	492	266	226	289	203	203	
					C	5.8	21	517	1512	61^	294	245	43^	246	123	59^	64^	88	35^	848	470	379	356	492	266	226	289	203	203	
POPEYE & SON																														
SAT	11.00A	30	CBS	5	A	3.6	13	319	1779	180^	412	383	107^	275	125^	63^	62^	41^	85^	967	604	363	396	571	368	203	325	246	246	
	189	92	CA	5	B	3.8	14	333	1514	98^	329	253	79^	253	161	80^	81^	89^	72^	771	463	308	328	443	262	181	238	205	205	
					C	3.8	14	333	1514	98^	329	253	79^	253	161	80^	81^	89^	72^	771	463	308	328	443	262	181	238	205	205	
REAL GHOSTBUSTERS(B) CONT'D																														
					A	3.6	13	319	1615	93^	362	302	149^	226	166^	104^	62^	77^	89^	862	433	428	327	535	248	287	213	322	322	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 12-18, 1987

PROGRAM NAME DAYTIME #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
									TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN														
										15-24	18-49	15-24	18-49	TOTAL	MALE	FEM.	TOTAL	MALE	FEM.	TOTAL	MALE	FEM.	TOTAL	MALE	FEM.	TOTAL	MALE	FEM.					
																		12-17	12-17	12-17	12-17	15-17	2-11	2-11	2-11	2-11	5-11	6-11	6-11	6-11	9-11		
																		17	17	17	14	17	11	11	11	5	11	11	11	8	11		
WEEKEND DAYTIME CHILDREN CONT'D																																	
REAL GHOSTBUSTERS(B)-CONT'D SAT 10.30A 30 ABC 189 82 CA																																	
SMURFS I SAT 8.30A 30 NBC 205 99 CA										A	4.1	22	363	1472	71^	330	292	34^	270	172^	84^	88^	123^	49^	699	407	292	288	411	274	137^	178	234
										B	4.2	23	372	1408	70^	307	252	55^	209	183	92	91	119	64^	709	371	337	272	436	232	204	214	222
										C	4.2	23	372	1408	70^	307	252	55^	209	183	92	91	119	64^	709	371	337	272	436	232	204	214	222
SMURFS II SAT 9.00A 30 NBC 205 99 CA										A	4.6	21	408	1465	87^	331	269	52^	328	169	65^	104^	126^	43^	637	366	272	303	334	206	128^	132^	202
										B	5.3	24	471	1399	93	315	253	68^	227	187	86	100	124	63^	669	368	302	283	386	219	167	204	183
										C	5.3	24	471	1399	93	315	253	68^	227	187	86	100	124	63^	669	368	302	283	386	219	167	204	183
SMURFS III SAT 9.30A 27 NBC 205 99 CA										A	5.0	20	443	1478	124^	359	303	99^	306	181	87^	94^	111^	70^	633	374	259	294	339	189	150	137^	201
										B	5.8	23	518	1372	115	328	268	77	221	199	105	94	128	71	624	343	281	265	359	201	158	193	167
										C	5.8	23	518	1372	115	328	268	77	221	199	105	94	128	71	624	343	281	265	359	201	158	193	167
TEEN WOLF SAT 11.30A 30 CBS 179 88 CA										A	3.3	13	292	1676	242	484	439	101^	265	156^	62^	94^	76^	80^	772	395	376	301	470	248	222	279	191^
										B	3.5	13	308	1533	152	374	298	86^	240	218	97^	120	127	91^	702	384	318	289	413	238	175	222	191
										C	3.5	13	308	1533	152	374	298	86^	240	218	97^	120	127	91^	702	384	318	289	413	238	175	222	191

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

OCT. 12-18, 1987

[illegible]

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

OCT. 12-18, 1987

[illegible]

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

OCT. 12-18, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM.		W O M E N				M E N										T E E N S		CHD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
									(2+)	18+	TOTAL	18-	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+		TOT.	12-	12-	2-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 12-18, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12- 17			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM.	W O M E N										M E N												
										(2+)	18+	TOTAL	18- 34	18- 49	21+	25- 49	25- 54	35- 64	35+ 55+	TOTAL	18- 34	18- 49	21+	25- 49	25- 54	35- 64	35+ 55+					
WEEKEND DAYTIME OTHER																																
BUSINESS WORLD					A	1.1	4	97	1186	115v	560^	<<	159v	560^	157v	176^	301^	381^	514^	60v	209^	507^	202^	183^	255^	278^	233^	45v				
SUN	12.30P	30	ABC	3	B	1.7	6	148	1339	180^	633	113^	289	629	260	283	312	322	553	107^	297	541	285	262	308	288	210^	70^				
	122	71	N	3	C	1.7	6	148	1339	180^	633	113^	289	629	260	283	312	322	553	107^	297	541	285	262	308	288	210^	70^				
FACE THE NATION					A	2.7	9	239	1320	176^	642	79^	152^	642	130^	244^	254^	377	542	147^	280	523	262^	238^	238^	234^	262^	37v				
SUN	10.30A	30	CBS	4	B	2.6	9	226	1327	224	686	117^	245	676	215	285	294	371	567	124^	252	560	245	217	251	243	281	21v				
	129	83	CC	4	C	2.6	9	226	1327	224	686	117^	245	676	215	285	294	371	567	124^	252	560	245	217	251	243	281	21v				
MEET THE PRESS					A	2.1	8	186	1346	188^	624	167^	217^	624	207^	282^	201^	333^	477	158^	226^	468	217^	207^	278^	209^	180^	35v				
SUN	9.30A	30	NBC	4	B	1.8	7	155	1326	200	708	186^	245	693	193^	253	247	402	492	129^	217	479	204	188^	233	242	230	35v				
	132	87	CC	4	C	1.8	7	155	1326	200	708	186^	245	693	193^	253	247	402	492	129^	217	479	204	188^	233	242	230	35v				
SUNDAY MORNING					A	4.7	20	416	1329	228	668	123^	243	668	226	298	279	353	541	137^	256	541	256	233	260	241	258	39v				
SUN	9.00A	90	CBS	4	B	4.4	18	390	1317	225	679	131	239	673	215	288	289	367	544	142	265	543	264	237	277	256	240	24^				
	177	96	N	4	C	4.4	18	390	1317	225	679	131	239	673	215	288	289	367	544	142	265	543	264	237	277	256	240	24^				
	9.00 - 9.30				A	4.3	21	381	1281	197	646	109^	229	644	211	276	262	351	524	112^	246	524	246	231	252	258	258	29v				
	9.30 - 10.00				A	5.2	21	461	1346	231	668	128^	244	668	232	302	288	354	555	139	249	555	249	227	255	239	277	44^				
	10.00 - 10.30				A	4.7	18	416	1326	248	674	126^	250	674	228	307	281	345	529	155	268	529	268	238	267	224	232	40^				
SUNDAY TODAY					A	1.5	9	133	1396	294^	573	173^	280^	572	276^	355^	308^	214^	563	189^	342^	563	342^	311^	350^	245^	182^	43v				
SUN					B	1.5	9	131	1354	232^	627	176^	272	621	227^	298	278	284	549	163^	294	548	294	267	317	275	205^	52v				
	8.00A	90	NBC	5	C	1.5	9	131	1354	232^	627	176^	272	621	227^	298	278	284	549	163^	294	548	294	267	317	275	205^	52v				
	121	88	N	5	A	1.2	10	106	1299	297^	567^	127v	216^	567^	216^	276^	322^	291^	514^	150v	314^	514^	314^	289^	307^	221^	182^	<<				
	8.00 - 8.30				A	1.5	9	133	1326	290^	567	188^	295^	566	294^	398^	318^	168^	508	148^	297^	508	297^	297^	347^	251^	160^	19v				
	8.30 - 9.00				A	2.0	10	177	1366	266^	523	173^	279^	522	271^	335^	261^	181^	579	224^	359	579	359	303^	343^	230^	180^	77v				
	9.00 - 9.30																															
THIS WEEK-DAVID BRINKLEY					A	3.2	11	284	1469	152^	790	77^	203^	776	183^	223^	312	547	520	109^	185^	498	163^	142^	195^	156^	282	51v				
SUN	11.30A	60	ABC	3	B	3.1	11	278	1427	168	747	99^	200	733	164	211	297	500	551	134	240	542	232	182	223	194	269	44^				
	198	99	N	3	C	3.1	11	278	1427	168	747	99^	200	733	164	211	297	500	551	134	240	542	232	182	223	194	269	44^				
	11.30 - 12.00				A	3.0	11	266	1509	134^	823	100^	232^	793	195^	222^	318	563	508	108^	157^	482	131^	114^	180^	149^	285	63^				
	12.00 - 12.30				A	3.4	12	301	1433	168^	761	57^	177^	761	173^	224	307	532	531	109^	209^	513	192^	167^	209^	163^	279	40v				

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.5	59.9	60.0	61.5	63.2	64.3	64.6	66.1	65.6	65.9	65.4	64.7	62.2	61.3	59.3	57.3

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FUNNY, YOU DON'T LOOK
200

NFL MONDAY NIGHT FOOTBALL
L.A. RAIDERS VS DENVER
(9:00-12:20)(PAE)

5,230									11,430							
5.9	6.1 *						5.7 *	12.9	12.3 *			14.6 *		14.5 *		14.2 *
10	10 *						9	23	19 *			23 *		23 *		23 *
6.8	5.3			5.4		6.0		11.6	13.0		14.4	14.8	14.6	14.4	14.5	13.9

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FRANK'S PLACE KATE & ALLIE NEWHART

COUNTRY MUSIC AWARDS
(9:30-11:04)(PAE)

12,230				15,680		17,010		15,330								
13.8				17.7		19.2		17.3	17.4 *			17.5 *		17.5 *		17.2 *
22				27		29		28	27 *			28 *		28 *		30 *
13.7	13.8			17.0	18.4	18.9	19.4	17.2	17.7	17.5	17.5	17.5	16.8	17.6		16.1 *

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF

VALERIE'S
FAMILY

NBC MONDAY NIGHT MOVIES
RIGHT TO DIE

17,630				16,210		15,510										
19.9				18.3		17.5	17.2 *				17.5 *		17.5 *		17.7 *	
31				28		28	26 *				27 *		28 *		31 *	
18.7	21.0			18.1	18.6	17.2	17.3	17.8	17.2	17.5	17.2	17.5	17.6	18.1	17.4	

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.0				14.3				12.7				13.4				
24				24				20				20				

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1				2.6				2.8				3.1				
5				4				4				5				

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0				2.6				3.2				3.2				
3				4				5				5				

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6				5.4				6.9				7.3				
8				9				11				11				

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0				1.9				3.1				2.5				
3				3				5				4				

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT.13, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	55.7	57.6	57.6	59.5	61.8	63.5	64.6	66.2	65.4	65.3	64.7	64.1	60.1	58.8	56.6	54.0		

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?	GROWING PAINS	MOONLIGHTING (PAE)	THIRTYSOMETHING (PAE)
20,020	21,800	18,610	11,780
22.6	24.6	21.0	20.9 *
36	38	32	32 *
21.6	23.7	21.1	20.9
			20.9
			15.2
			13.9
			12.4
			11.7

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HOUSTON KNIGHTS	JAKE AND THE FATMAN (PAE)	LAW & HARRY MCGRAW
10,190	12,760	11,160
11.5	14.4	14.8 *
18	22	23 *
11.0	13.4	14.7
		12.6
		12.8
		12.4
		12.4

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(1)	NAT'L LEAGUE CHAMP GM 6 SAN FRANCISCO VS ST. LOUIS (8:18-11:45)(PAE)
10,990	16,830
12.4	19.0
21	32
12.4	13.5
	13.5 *
	22 *
	16.7
	18.9
	19.3
	19.5
	20.1
	20.6
	20.9 *
	34 *
	21.2
	21.5
	21.4 *
	36 *
	21.3

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.0	12.4	10.0	10.2	10.3	10.2	10.2	9.3
23	21	16	16	16	16	17	17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5	3.0	2.8	2.4	2.6	2.6	2.5	2.4
6	5	4	4	4	4	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.6	3.1	3.6	2.4	2.0	2.2	1.7
3	4	5	6	4	3	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6	4.6	3.7	3.5	3.8	3.8	4.5	4.0
8	8	6	5	6	6	8	7

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.0	3.2	3.4	3.8	2.9	3.8	3.4
3	3	5	5	6	5	6	6

U.S. TV HOUSEHOLDS: 88,600,000
(1) NAT'L LEAGUE CHAMP PRE 6,(PAE),NBC,(8:00-8:18),(S)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	55.2	56.7	57.1	59.3	60.5	62.3	63.0	64.8	65.6	66.1	64.6	63.3	61.3	59.8	57.5	55.0

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS	HEAD OF THE CLASS	HOOPERMAN	SLAP MAXWELL (PAE)	DYNASTY (PAE)
14,880	15,770	15,860	12,850	13,470
16.8	17.8	17.9	14.5	15.2
27	28	27	23	26
16.0	17.3	17.8	14.3	15.3
17.6	18.4	17.9	14.6	15.3
				15.2
				15.2 *
				27 *
				15.2

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

OLDEST ROOKIE	MAGNUM, P.I. (PAE)	EQUALIZER (PAE)
10,540	12,670	11,250
11.9	14.3	14.7 *
19	21 *	23 *
11.4	13.7	14.5
11.7	14.1	13.4
12.4	15.0	13.2
12.3		12.5
		13.3 *
		22 *
		11.7
		12.1 *
		22 *
		11.7

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(1)	NAT'L LEAGUE CHAMP GM 7 SAN FRANCISCO VS ST. LOUIS (8:16-11:39) (PAE)
11,960	18,610
13.5	21.0
23	35
13.4	15.4
15.4 *	26 *
19.7	22.2
22.2	22.2
22.4	22.4
22.3	22.3
23.0	23.0
22.9	22.9
22.5	22.5
22.1	22.1
	23.0 *
	37 *
	22.3 *
	22.1

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.1	13.2	11.4	11.3	11.0	11.5	9.0	7.6
23	23	19	18	17	18	15	13

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2	3.0	2.8	2.7	2.8	3.1	2.0	1.8
6	5	5	4	4	5	3	3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.3	1.5	1.7	1.8	1.5	1.6	1.4
3	4	2	3	3	2	3	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2	4.7	4.6	4.6	4.4	4.5	3.8	4.0
8	8	7	7	7	7	6	7

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.4	2.7	2.8	3.3	3.5	3.4	2.5
3	4	4	4	5	5	6	4

U.S. TV HOUSEHOLDS: 88,600,000
(1) NAT'L LEAGUE CHAMP PRE 7, (PAE), NBC, (8:00-8:16), (6)

For explanation of symbols, See page 8.

NATIONAL TV AUDIENCE ESTIMATES																			
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
HUT	53.1	55.7	56.3	58.0	60.7	62.8	63.0	64.0	63.7	63.3	61.7	61.2	60.1	59.4	57.2	55.3			
ABC TV					SLEDGE HAMMER		CHARMING'S		ABC THURSDAY NIGHT THE SURVIVORS (PAE)				MOVIE						
					6,820		7,180		7,620			8.4	*	8.8	*	7.9	*		
					7.7		8.1		8.6		9.2	*	14	*	15	*	14	*	
					12		13		14		14	*	8.1	*	8.5	*	7.7	*	
AVERAGE AUDIENCE (Hhlds (000) & %)																			
SHARE AUDIENCE %																			
AVG. AUD. BY 1/4 HR						7.6	7.7	8.4	9.3	9.0	8.7	8.1	9.2	8.5	8.0	7.7			
CBS TV					TOUR OF DUTY				WISEGUY (PAE)				KNOTS LANDING						
					9,210				10,540				14,000						
					10.4	9.6	*	11.2	*	11.9	11.2	*	12.6	*	15.8	15.2	*	16.3	*
					17	16	*	18	*	19	18	*	20	*	27	25	*	29	*
AVERAGE AUDIENCE (Hhlds (000) & %)																			
SHARE AUDIENCE %																			
AVG. AUD. BY 1/4 HR						9.6	9.6	11.1	11.3	11.0	11.3	12.2	13.0	14.9	15.6	16.3	16.4		
NBC TV					BILL COSBY SHOW		A DIFFERENT WORLD		CHEERS		NIGHT COURT		L.A. LAW						
					26,580		23,660		22,420		20,560		17,900						
					30.0		26.7		25.3		23.2		20.2		20.7	*	19.6	*	
					49		42		40		38		35		35	*	35	*	
AVERAGE AUDIENCE (Hhlds (000) & %)																			
SHARE AUDIENCE %																			
AVG. AUD. BY 1/4 HR						28.7	31.3	26.7	26.6	25.5	25.2	23.1	23.3	20.9	20.5	19.8	19.4		
INDEPENDENTS																			
AVERAGE AUDIENCE	12.3		12.6		9.9		11.1		11.8		11.3		9.5		8.3				
SHARE AUDIENCE %	23		22		16		17		19		18		16		15				
SUPERSTATIONS																			
AVERAGE AUDIENCE	3.3		3.0		2.6		3.2		3.4		3.4		1.8		1.6				
SHARE AUDIENCE %	6		5		4		5		5		6		3		3				
PBS																			
AVERAGE AUDIENCE	1.5		2.2		2.5		3.0		2.8		2.8		2.1		1.7				
SHARE AUDIENCE %	3		4		4		5		4		5		4		3				
CABLE ORIG.																			
AVERAGE AUDIENCE	4.8		4.6		4.0		4.9		6.1		6.1		6.4		5.2				
SHARE AUDIENCE %	9		8		6		8		10		10		11		9				
PAY SERVICES																			
AVERAGE AUDIENCE	1.7		2.1		2.0		1.9		2.1		2.0		2.7		2.4				
SHARE AUDIENCE %	3		4		3		3		3		3		5		4				

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	
HUT		43.8	45.3	47.3	49.0	54.4	55.5	56.3	56.9	57.0	57.3	56.6	56.8	55.5	54.0	52.2	51.3	48.6	44.6
ABC TV	(1)				(2)														
AVERAGE AUDIENCE (Hhlds (000) & %)					11,610	17,010													
SHARE AUDIENCE %					13.1	19.2	15.3 *		19.1 *		21.6 *		20.6 *		19.2 *		16.7 *		
AVG. AUD. BY 1/4 HR	6.0				25	35	29 *	18.4	18.7	34 *	21.1	38 *	37 *	19.3	35 *	17.4	32 *		
					12.5	15.3					22.1	21.2	20.1		19.1		13.0		
CBS TV					MY SISTER SAM	EVERYTHING'S RELATIVE			LEG WORK (PAE)										
AVERAGE AUDIENCE (Hhlds (000) & %)					6,200	4,960			4,960			4,610							
SHARE AUDIENCE %					7.0	5.6			5.1 *		6.1 *	5.2 *	5.5 *		4.9 *				
AVG. AUD. BY 1/4 HR					13	10		5.4	9 *		11 *	10 *	10 *		9 *				
					6.9	7.1	5.8		5.1	6.2	6.1	5.8	5.2	4.8	5.0				
NBC TV					FACTS OF LIFE	227			GOLDEN GIRLS		AMEN								
AVERAGE AUDIENCE (Hhlds (000) & %)					11,960	14,800			17,990		14,000		14,440						
SHARE AUDIENCE %					13.5	16.7			20.3		15.8		16.3	15.9 *	16.6 *				
AVG. AUD. BY 1/4 HR					25	30	14.2	15.9	36	20.7	28	15.8	31	29 *	32 *				
					12.8	17.4			19.9		15.8	15.8	15.6	16.1	16.8	16.5			
INDEPENDENTS																			
AVERAGE AUDIENCE	12.3		12.5		11.1	10.2			8.5		9.6		9.0		7.9		7.6		
SHARE AUDIENCE %	28		26		20	18			15		17		16		15		16		
SUPERSTATIONS																			
AVERAGE AUDIENCE	3.2		3.1		2.4	2.2			2.4		2.6		1.6		1.3		1.5		
SHARE AUDIENCE %	7		6		4	4			4		5		3		3		3		
PBS																			
AVERAGE AUDIENCE	1.9		2.3		2.3	2.3			1.8		1.8		2.1		1.9		1.5		
SHARE AUDIENCE %	4		5		4	4			3		3		4		4		3		
CABLE ORIG.																			
AVERAGE AUDIENCE	6.4		6.7		5.6	5.3			4.8		5.4		5.2		4.1		3.4		
SHARE AUDIENCE %	14		14		10	9			8		10		10		8		7		
PAY SERVICES																			
AVERAGE AUDIENCE	2.5		2.9		3.9	4.4			4.6		3.9		4.1		4.2		4.4		
SHARE AUDIENCE %	6		6		7	8			8		7		7		8		9		

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC COLLEGE FOOTBALL GM 2, UCLA VS OREGON, ABC, (3:40-7:03)
 (2) WORLD SERIES PRE GAME #1, (PAE), ABC, (8:00-8:23), (S)

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	39.7	36.2	32.7	29.8	26.6	24.4	21.2	19.2	17.1	14.9	13.0	12.0	10.9	10.0				

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ABC WEEKEND
REPORT-SAT.
(11:45-
12:04)

1,770
2.0
7
2.0

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SATURDAY NIGHT →
(11:30-12:51)(PAE)

(PAE)

7,800
8.8
28
10.3
10.0 *
27 *
9.7
8.8
8.7 *
28 *
8.6
7.5

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.2
19
6.0
19
5.4
21
4.3
21
3.5
22
3.0
24
2.4
23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7
4
1.8
6
1.7
7
1.2
6
0.9
6
0.7
6
0.5
5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4
4
1.2
4
0.8
3
0.5
2
0.3
2
0.3
2
0.3
3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4
9
2.9
9
1.8
7
1.5
7
1.1
7
1.1
9
1.3
13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4
9
3.5
11
3.8
15
3.8
19
2.8
18
1.9
15
1.5
14

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	55.4	58.3	60.9	62.5	64.4	66.0	67.3	68.8	68.6	69.1	69.1	67.8	65.9	64.7	63.4	60.8	53.7	44.4

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← DISNEY SUNDAY MOVIE THE SHAGGY DOG PT.1				(1)	← WORLD SERIES GAME #2 ST. LOUIS VS MINNESOTA (8:17-11:13)(PAE)												
	10,280				13,380	19,400												20.2 *
	11.6	10.7 *			15.1	21.9												35 *
	19	19 *			20 *	34												
	10.2	11.2	11.8	13.1	15.0	16.9	16.9 *	22.0	23.7	24.0 *	24.9	24.2 *	22.4	22.1 *	21.0	21.4	20.2	

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← 60 MINUTES				← MURDER, SHE WROTE (R)				← CBS SUNDAY MOVIE CONSPIRACY OF LOVE (PAE)										(2)
	16,570				14,620	16,3 *			12,490									2,750	
	18.7	17.4 *			16.5	25 *			14.1									3.1	
	32	31 *			25	25 *			21									6	
	15.8	19.1	20.5	19.7	16.2	16.3	16.8	16.8	13.5	13.6 *	13.9	13.9 *	14.8	14.7 *	14.7	13.8	14.2 *	3.1	

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	(3)	← OUR HOUSE				FAMILY TIES	MY TWO	DAD'S	← NBC SUNDAY NIGHT MOVIE EIGHT IS ENOUGH: A FAMILY REUNION										
		10,010				16,830		16,660	19,490										
		11.3	8.9 *			19.0 *		18.8	22.0										
		18	15 *			28 *		27	34	20.7 *									
		8.9	11.4	15.4	18.1	18.0		20.7	20.7	21.7	22.4	22.6 *	22.7 *	22.9	22.4	22.7 *	21.2	21.2 *	

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	11.7		12.2		11.0		11.7		9.3		8.4		7.3		6.1		4.8	
	21		20		17		17		13		12		11		10		10	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	3.0		3.0		2.9		2.6		2.1		2.4		1.9		1.5		1.1	
	5		5		4		4		3		4		3		2		2	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.4		1.5		3.0		3.5		2.7		2.6		1.8		1.5		1.2	
	2		2		5		5		4		4		3		2		2	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	4.1		3.9		3.8		3.8		4.1		4.1		3.4		3.0		2.5	
	7		6		6		6		6		6		5		5		5	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.3		2.6		3.3		3.1		4.9		5.3		5.3		4.6		2.9	
	4		4		5		5		7		8		8		7		6	

U.S. TV HOUSEHOLDS: 88,600,000

(1) WORLD SERIES PRE GAME #2 (PAE), ABC, (8:00-8:17), (S)

(2) CBS SUNDAY NEWS-OSGOOD, CBS, (11:00-11:15)

(3) NFL GAME 2, DENVER VS KANSAS CITY, SAN DIEGO VS LA RAIDERS, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	35.9	29.5	24.7	22.0	18.9	16.2	13.6	12.3	10.9	9.6	8.3	7.6	6.7	6.0				

ABC TV

AVERAGE AUDIENCE { 970
(Hhlds (000) & %) 1.1
SHARE AUDIENCE % 6
AVG. AUD. BY 1/4 HR % 1.1 1.1

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC TV

AVERAGE AUDIENCE { 1,950
(Hhlds (000) & %) 2.2
SHARE AUDIENCE % 8
AVG. AUD. BY 1/4 HR % 2.2

INDEPENDENTS

AVERAGE AUDIENCE 4.7
SHARE AUDIENCE % 14

SUPERSTATIONS

AVERAGE AUDIENCE 1.2
SHARE AUDIENCE % 4

PBS

AVERAGE AUDIENCE 1.2
SHARE AUDIENCE % 4

CABLE ORIG.

AVERAGE AUDIENCE 2.5
SHARE AUDIENCE % 8

PAY SERVICES

AVERAGE AUDIENCE 3.5
SHARE AUDIENCE % 11

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN., ABC, (11:42-11:57)
(2) G MICHAELS SPORTS MACHINE, NBC, (11:45-12:00)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.0	8.6	10.5	12.4	14.6	16.6	18.1	18.9	19.4	20.0	19.9	20.0	20.4	21.1	21.1	21.1	20.1	20.3
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		1,050		1,420			3,810				4,090							
SHARE AUDIENCE		1.2		1.6			4.3				4.6							
AVG. AUD. BY 1/4 HR		1.4		1.3			23				23							
		1.2		1.6			4.3	4.2			4.5	4.7						
CBS TV					CBS MORNING NEWS- 6:30AM	CBS MORNING NEWS- 7:00AM	MORNING PROGRAM										\$25,000 PYRAMID	
AVERAGE AUDIENCE (Hhlds (000) & %)			940		1,700		1,680										2,890	
SHARE AUDIENCE			1.1		1.9		1.9	1.8 *		1.8 *		2.0 *					3.3	
AVG. AUD. BY 1/4 HR			11		12		10	10 *		9 *		10 *					16	
			1.0	1.1	1.8	2.0	1.8	1.8	1.8	1.9	1.9	2.1					3.2	3.4
NBC TV			NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)			TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)							SALE OF THE CENTURY	
AVERAGE AUDIENCE (Hhlds (000) & %)		1,770					3,700			3,920							2,290	
SHARE AUDIENCE		2.0					4.2			4.4							2.6	
AVG. AUD. BY 1/4 HR		2.2					22			22							13	
		1.7	2.3				4.3	4.1		4.5	4.3						2.5	2.7
INDEPENDENTS																		
AVERAGE AUDIENCE		1.4		2.8		4.2	5.0		4.7		4.7		4.5		4.2		4.4	
SHARE AUDIENCE %		18		25		27	27		24		23		22		20		22	
SUPERSTATIONS																		
AVERAGE AUDIENCE		0.6		1.0		1.2	1.3		1.1		1.1		1.1		1.1		1.1	
SHARE AUDIENCE %		7		9		8	7		6		6		5		5		5	
PBS																		
AVERAGE AUDIENCE		<<		<<		0.2 ^	0.6		0.9		1.0		1.2		1.3		1.0	
SHARE AUDIENCE %		<<		<<		1 ^	3		5		5		6		6		5	
CABLE ORIG.																		
AVERAGE AUDIENCE		1.1		1.3		1.7	2.0		2.2		2.1		2.0		1.9		2.1	
SHARE AUDIENCE %		15		12		11	11		11		11		10		9		10	
PAY SERVICES																		
AVERAGE AUDIENCE		0.5		0.6		0.7	0.9		1.0		1.0		1.0		0.9		1.0	
SHARE AUDIENCE %		6		5		4	5		5		5		5		4		5	

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

A-22 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 12-16, 1987

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
HUT		20.1	20.4	20.7	21.2	21.5	22.2	23.6	24.6	25.1	26.2	27.3	27.7	27.0	27.5	27.0	27.0	27.2	27.6
ABC TV				WHO'S THE BOSS? M-F		MR. BELVEDERE M-F		RYAN'S HOPE (PAE)		LOVING		← ALL MY CHILDREN (PAE) →				← ONE LIFE TO LIVE (PAE) →			
AVERAGE AUDIENCE (Hhds (000) & %)	{			2,840		2,450		2,730		3,770		6,630			6,840				
SHARE AUDIENCE %				3.2		2.8		3.1		4.3		7.5	7.0 *		* 7.7		7.7 *	7.8 *	
AVG. AUD. BY 1/4 HR				15		13		13		17		27	25 *		29 *	28		28 *	28 *
				3.1	3.3	2.7	2.8	3.1	3.2	4.1	4.4	6.8	7.2	7.8	8.2	7.7	7.6	7.7	7.8
CBS TV		NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)				← YOUNG AND THE RESTLESS (PAE) →				BOLD AND THE BEAUTIFUL (PAE)		← AS THE WORLD TURNS →			
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,920		4,640		5,490				6,240				3,860		4,820			
SHARE AUDIENCE %		3.3		5.2		6.2				7.0	6.8 *		7.3 *	4.4 *		5.4 *		5.4 *	
AVG. AUD. BY 1/4 HR		16		25		28				28	28 *		28 *	16 *		20	20 *	20 *	
		3.1	3.4	5.1	5.4	6.0	6.4			6.8	6.8	7.3	7.3	4.5	4.3	5.4	5.4	5.5	5.4
NBC TV		CLASSIC CONCENTRATION		WHEEL OF FORTUNE		WIN, LOSE OR DRAW		SUPER PASSWORD (PAE)		SCRABBLE		← DAYS OF OUR LIVES (PAE) →				← ANOTHER WORLD (TUE-FRI)(PAE) →			
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,710		4,110		2,710		2,540		3,380		5,520			3,920				
SHARE AUDIENCE %		3.1		4.6		3.1		2.9		3.8		6.2	6.0 *		* 4.4		4.4 *	4.5 *	
AVG. AUD. BY 1/4 HR		15		22		14		12		15		23	21 *		24 *	17	17 *	17 *	17 *
		3.0	3.2	4.6	4.8	3.0	3.2	2.9	2.8	3.6	4.0	5.8	6.2	6.4	6.5	4.4	4.4	4.5	4.5
INDEPENDENTS																			
AVERAGE AUDIENCE		4.1		3.5		3.5		4.0		4.8		4.3		4.6		5.0		5.2	
SHARE AUDIENCE %		20		17		16		17		19		16		17		18		19	
SUPERSTATIONS																			
AVERAGE AUDIENCE		1.1		1.1		1.1		1.4		1.6		1.2		1.1		1.1		1.2	
SHARE AUDIENCE %		5		5		5		6		6		4		4		4		4	
PBS																			
AVERAGE AUDIENCE		0.9		0.6		0.6		0.6		0.7		0.7		0.7		0.6		0.6	
SHARE AUDIENCE %		4		3		3		3		3		3		2		2		2	
CABLE ORIG.																			
AVERAGE AUDIENCE		1.9		1.9		1.9		2.0		2.2		2.3		2.5		2.6		2.8	
SHARE AUDIENCE %		9		9		9		8		9		8		9		10		10	
PAY SERVICES																			
AVERAGE AUDIENCE		1.0		1.1		1.1		1.1		1.2		1.1		1.1		1.2		1.1	
SHARE AUDIENCE %		5		5		5		5		5		4		4		4		4	
U.S. TV HOUSEHOLDS:	88,600,000																		

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.4	28.4	29.2	30.2	30.5	32.1	33.5	35.4	36.6	38.6	40.1	42.4	48.3	50.7	51.7	53.3
ABC TV AVERAGE AUDIENCE (Hhds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																
← GENERAL HOSPITAL →																
ABC WORLD NEWS TONIGHT																
6,910 7.8 7.7 * 7.8 * 27 28 * 26 * 7.8 7.7 7.8 7.9																
9,040 10.2 20 10.0 10.3																
CBS TV AVERAGE AUDIENCE (Hhds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																
← GUIDING LIGHT (PAE) →																
CBS EVENING NEWS-RATHER																
4,610 5.2 5.1 * 5.3 * 18 18 * 18 * 5.0 5.1 5.2 5.4																
10,260 11.6 23 11.6 11.6																
NBC TV AVERAGE AUDIENCE (Hhds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																
← SANTA BARBARA (TUE-FRI)(PAE) → (PAE)																
NBC NIGHTLY NEWS (PAE)																
3,960 4.5 4.3 * 4.6 * 16 16 * 16 * 4.3 4.3 4.5 4.7																
8,610 9.7 20 9.8 10.2																
INDEPENDENTS AVERAGE AUDIENCE SHARE AUDIENCE %																
6.1 7.0 7.9 8.6 9.7 10.6 11.6 13.1 22 24 25 25 26 26 24 25																
SUPERSTATIONS AVERAGE AUDIENCE SHARE AUDIENCE %																
1.5 1.7 2.1 2.1 2.2 2.3 2.4 2.9 5 6 7 6 6 6 5 6																
PBS AVERAGE AUDIENCE SHARE AUDIENCE %																
0.7 0.7 0.7 0.8 1.0 1.0 1.3 1.5 3 2 2 2 3 2 3 3																
CABLE ORIG. AVERAGE AUDIENCE SHARE AUDIENCE %																
3.3 3.5 3.9 4.2 4.3 4.3 4.0 3.9 12 12 13 12 11 10 8 8																
PAY SERVICES AVERAGE AUDIENCE SHARE AUDIENCE %																
1.1 1.2 1.0 1.1 1.1 1.1 1.7 1.7 4 4 3 3 3 3 3 3																

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols. See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.9	6.8	8.8	10.8	12.6	15.2	17.6	19.2	21.1	22.5	24.0	25.5	26.8	27.3	27.6	28.3	26.9	26.5

ABC TV						CARE BEAR FAMILY		LITTLE CLOWNS- HAPPYTOWN		PET MONSTER		(1)			LITTLE WIZARDS(B) (10:03- 10:30)(PAE)	REAL GHOSTBUSTERS (8P) (PAE)	FLINTSTONE KIDS (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)	{				1,510			2,300		2,660		3,280			2,920	3,190	2,920	
SHARE AUDIENCE	%				1.7			2.6		3.0		3.7			3.3	3.6	3.3	
AVG. AUD. BY 1/4 HR	%				12			14		14		15			12	13	13	
					1.5	1.8		2.5	2.7	2.9	3.2	3.5	4.1	3.1	3.5	3.4	3.8	3.3

CBS TV						HELLO KITTY		MUPPET BABIES		MUPPET BABIES		MUPPET BABIES		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE	POPEYE & SON	
AVERAGE AUDIENCE (Hhlds (000) & %)	{				2,040			3,280		4,160		4,870		5,760		3,900	3,190	
SHARE AUDIENCE	%				2.3			3.7		4.7		5.5		6.5		4.4	3.6	
AVG. AUD. BY 1/4 HR	%				17			20		22		22		24		16	13	
					2.0	2.5		3.4	4.0	4.7	4.8	5.3	5.6	6.4	6.6	4.4	3.6	3.7

NBC TV						GUMMI BEARS (PAE)		SMURFS I		SMURFS II		(2)		FRAGGLE ROCK (10:08- 10:30)		ALVIN AND THE CHIPMUNKS	ALF-SAT MORN (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)	{				2,750			3,630		4,080		4,430		3,810		4,870	4,520	
SHARE AUDIENCE	%				3.1			4.1		4.6		5.0		4.3		5.5	5.1	
AVG. AUD. BY 1/4 HR	%				22			22		21		20		16		20	19	
					2.7	3.6		3.9	4.3	4.7	4.5	5.0	5.1	4.1	4.4	5.3	5.5	4.7

INDEPENDENTS

AVERAGE AUDIENCE	1.7		2.4		2.9		3.6		3.9		4.9		5.5		6.3		5.6	
SHARE AUDIENCE %	27		24		21		20		18		20		20		23		21	

SUPERSTATIONS

AVERAGE AUDIENCE	0.3	^	0.4	^	0.7	^	0.8		0.7	^	1.1		1.1		1.7		1.3	
SHARE AUDIENCE %	5	^	4	^	5	^	4		3	^	4		4		6		5	

PBS

AVERAGE AUDIENCE	0.1	v	0.3	^	0.8		0.8		0.7	^	0.8		0.9		1.0		1.3	
SHARE AUDIENCE %	2	v	3	^	6		4		3	^	3		3		4		5	

CABLE ORIG.

AVERAGE AUDIENCE	1.1		1.9		2.4		2.7		3.0		3.2		3.8		4.2		3.9	
SHARE AUDIENCE %	17		19		17		15		14		13		14		15		15	

PAY SERVICES

AVERAGE AUDIENCE	0.8		0.8		0.8		1.2		1.9		2.2		3.0		2.6		2.9	
SHARE AUDIENCE %	13		8		6		7		9		9		11		9		11	

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ALL NEW POUND PUPPIES, ABC, (9:30-9:57)
 (2) SMURFS III, NBC, (9:30-9:57)

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	25.9	26.4	26.6	26.9	27.4	28.2	27.9	27.9	27.9	27.8	27.8	28.3	29.0	29.8	29.8	30.0	30.0	30.4

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

BUGS BUNNY &
TWEETY SHOW

(1)

ABC COLLEGE FOOTBALL GAME
IOWA VS MICHIGAN
(12:19-3:40) (PAE)

(2)

2,570		2,040	3,010															3,630	
2.9		2.3	3.4	2.1	*			3.8	*		3.9	*		3.6	*	3.3	*	3.5	*
11		9	12	8	*			14	*		14	*		13	*	11	*	12	*
2.8	3.1	2.3	2.1			3.3	3.6	4.0	4.0	3.7	3.8		3.5	3.2	3.4	3.6	3.4	2.9	3.0

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

TEEN WOLF

CBS STORYBREAK
THE GAMMA
CUP

KIDD VIDEO

CBS COLLEGE FOOTBALL GAME
NEBRASKA VS OKLAHOMA, PENN ST VS
SYRACUSE
(MULTI SEGMENT) (PAE)

2,920		3,010		2,220									5,050							
3.3		3.4		2.5									5.7	4.4	*		5.4	*	6.0	*
13		13		9									18	15	*		18	*	20	*
3.3	3.2	3.3	3.5	2.4	2.6								4.0	4.7	5.2	5.6	5.8	6.2		

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

NEW ARCHIES

FOOFUR
(12:11-
12:30)
(PAE)

I'M TELLING

3,460		2,220		2,130															
3.9		2.5		2.4															
15		9		9															
3.0	4.0	2.5	2.5	2.2	2.5														

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.2		6.9		7.1		7.0		7.7		8.2		8.7		8.6		8.7	
24		26		26		25		28		29		30		29		29	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		1.6		1.6		1.6		1.9		2.0		2.1		2.0		2.3	
6		6		6		6		7		7		7		7		8	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2		1.5		1.6		1.5		1.5		1.7		1.5		1.0		1.3	
5		6		6		5		5		6		5		3		4	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.8		4.3		4.5		4.9		4.7		4.8		4.9		5.2		5.3	
15		16		16		18		17		17		17		17		18	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2		3.1		2.9		2.6		2.6		2.6		2.8		3.2		2.9	
12		12		10		9		9		9		10		11		10	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC COLLEGE FOOTBALL-PRE (PAE), ABC (12:00-12:19)
(2) ABC COLLEGE FOOTBALL GM 2, UCLA VS OREGON, (PAE), ABC, (3:40-7:03)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	30.9	31.9	32.0	31.8	32.4	33.9	35.2	36.5	38.2	39.7	41.9	43.0						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ABC COLLEGE FOOTBALL GM 2
UCLA VS OREGON
(3:40-7:03)

	3.1	3.2 *		3.6 *		3.5 *		4.5 *		5.4 *		5.3 *						
		10		11		11		13		14		13						
		3.3	3.4	3.7	3.6	3.4	4.2	4.7	5.3	5.5	5.1	5.4						

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS COLLEGE FOOTBALL GAME
NEBRASKA VS OKLAHOMA, PENN ST VS SYRACUSE
(MULTI SEGMENT) (PAE)

CBS SAT. NEWS-
SCHIEFFER

		5.9 *		5.7 *		6.0 *		6.3 *		3.5 *	6,110							
		19		18		18		18		9	6.9							
	6.1	5.6	5.9	5.6	6.0	6.0	6.1	3.4	3.5		15	6.7	7.1					

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC NIGHTLY
NEWS-SAT.

											7,270							
											8.2							
											18							
											8.0	8.4						

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.2		9.7		10.4		11.4		10.8		12.4								
29		30		31		32		28		29								

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2		2.6		2.9		3.4		3.2		3.7								
7		8		9		9		8		9								

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		1.5		1.5		2.3		1.9		1.5								
5		5		5		6		5		4								

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.7		5.6		6.1		5.8		5.6		6.3								
18		18		18		16		14		15								

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1		3.1		2.7		2.6		2.3		2.2								
10		10		8		7		6		5								

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.1	5.8	6.5	7.6	9.4	11.3	13.3	15.8	18.0	20.0	22.3	24.9	25.8	25.9	26.0	26.9	27.0	26.9
ABC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE	{																	
AVG. AUD. BY 1/4 HR	{																	
CBS TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE	{																	
AVG. AUD. BY 1/4 HR	{																	
NBC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE	{																	
AVG. AUD. BY 1/4 HR	{																	
INDEPENDENTS																		
AVERAGE AUDIENCE	1.0		2.0		3.1		4.9		5.6		7.7		8.1		9.0		9.6	
SHARE AUDIENCE %	18		29		30		34		29		33		31		34		36	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.3	^	0.6	^	1.0		1.7		1.7		2.4		2.7		2.7		2.8	
SHARE AUDIENCE %	5	^	9	^	10		12		9		10		10		10		10	
PBS																		
AVERAGE AUDIENCE	0.1	^	0.2	^	0.5	^	1.2		1.5		2.0		1.8		1.7		1.2	
SHARE AUDIENCE %	2	^	3	^	5	^	8		8		8		7		6		4	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.0		1.2		1.9		2.7		3.7		4.1		4.9		4.7		4.5	
SHARE AUDIENCE %	18		17		18		19		19		17		19		18		17	
PAY SERVICES																		
AVERAGE AUDIENCE	1.1		1.1		1.3		1.6		1.7		1.8		2.3		2.7		2.8	
SHARE AUDIENCE %	20		16		13		11		9		8		9		10		10	
U.S. TV HOUSEHOLDS: 88,600,000																		

For explanation of symbols, See page B.

A-34 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 18, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	27.2	27.9	28.4	28.9	29.0	29.7	30.4	31.7	33.0	33.9	34.2	33.8	33.5	34.0	34.4	35.0	35.8	36.3

ABC TV

← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

2,840
3.2
11
2.9

3.0 *
11 *
3.1

3.4 *
12 *
3.6

970
1.1
4
1.1

CBS TV

CBS NFL TODAY

CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

4,700
5.3
19
5.0

10,720
12.1
35
7.8

8.3 *
27 *
8.8

11.1 *
33 *
11.4

11.7 *
34 *
11.7

11.1 *
33 *
11.4

12.4 *
36 *
12.3

14.2 *
39 *
14.4

NBC TV

NFL LIVE

NFL GAME 1
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

3,540
4.0
14
3.4

6,560
7.4
21
5.7

6.2 *
20 *
6.6

7.1 *
21 *
6.9

7.6 *
22 *
7.3

7.4 *
22 *
7.3

7.2 *
21 *
7.3

7.2 *
20 *
7.1

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.0
36

9.8
34

9.8
33

8.5
27

8.6
26

9.4
25

8.9
26

9.2
27

9.4
26

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0
11

3.0
10

2.6
9

2.4
8

2.2
7

2.4
7

2.5
7

2.3
7

2.4
7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3
5

1.2
4

1.2
4

0.6
2

0.8
2

0.9
3

1.1
3

0.9
3

0.6
2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.4
16

4.4
15

4.1
14

3.8
12

3.5
10

3.5
10

3.4
10

3.6
10

3.4
9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0
11

3.0
10

2.9
10

2.6
8

2.2
7

2.0
6

1.8
5

1.5
4

1.7
5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	36.2	36.2	36.0	36.7	36.8	37.0	37.4	39.1	42.0	44.8	47.3	49.2						
ABC TV																		
AVERAGE AUDIENCE (Hhds (000) & %)													6,910					
SHARE AUDIENCE %													7.8					
AVG. AUD. BY 1/4 HR													17					
													7.5	8.0				
CBS TV																		
AVERAGE AUDIENCE (Hhds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR																		
NBC TV																		
AVERAGE AUDIENCE (Hhds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR																		
INDEPENDENTS																		
AVERAGE AUDIENCE																		
SHARE AUDIENCE %																		
SUPERSTATIONS																		
AVERAGE AUDIENCE																		
SHARE AUDIENCE %																		
PBS																		
AVERAGE AUDIENCE																		
SHARE AUDIENCE %																		
CABLE ORIG.																		
AVERAGE AUDIENCE																		
SHARE AUDIENCE %																		
PAY SERVICES																		
AVERAGE AUDIENCE																		
SHARE AUDIENCE %																		

U.S. TV HOUSEHOLDS: 88,600,000

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